

# LIFE



FOOTBALL FLOWERS

OCTOBER 14, 1940 **10** CENTS  
YEARLY SUBSCRIPTION \$4.50



# America Gets a New Kind of Low-Priced Car!

Only  
Nash  
offers

- ★ 25 to 30 miles per gallon of gasoline!
- ★ Roomier than many cars costing up to \$200 more!
- ★ Flashing pickup of new Flying Scot engine!
- ★ A coil spring ride on all four wheels!
- ★ New torpedo-type "Unitized" steel body!
- ★ Improved Weather Eye conditioned air system . . . and Convertible Bed!
- ★ Overall economy saves you \$70 to \$100 a year!

SOMETHING's happened in the lowest-price field. A new kind of car is here—the 1941 Nash!

Big as it is—it's powered to deliver 25 to 30 miles a gallon, in good driving, with you at the wheel! And with this long awaited economy, here are features no car at this price ever offered before—

A new kind of ride with special coil springs on all four wheels! It glides like an ocean liner over roads that make your present car buck and wallow.



A new kind of two-way Ball-Bearing Steering that makes this Nash a honey to handle—and a joy to drive!

A new kind of engine, the Flying Scot, that for all its economy can deliver terrific new pickup. You go like a streak—from 15 to 50 in 12 seconds, high gear!

You ride within a new kind of car body, unitized with the frame . . . made safer, stronger, yet rid of useless dead weight.

Beautiful? It's two-tone styled, inside and out! And talk about big—it's 194 inches overall! Its roominess (the front seat is nearly five feet long)



Over 500 Miles a Tankfull

suggests that of a \$1,200 car. It has the Convertible Bed for vacation trips.

Its Manifold-Sealed Engine and its amazing Weather Eye conditioned air system are features money can't buy elsewhere today.

At its new low price, plus the extra \$70 to \$100 you save on gas, oil and touring expenses in a year—this 1941 Nash "600" can be the most inexpensive car you ever owned!



There's Room for All in a Nash!

Go to your Nash dealer's today and see what it's like to drive a new kind of car that's years ahead! You'll get the thrill of your whole car-owning experience!

## 3 SERIES . . . 15 BEAUTIFUL MODELS— ALL AT NEW LOWER PRICES!

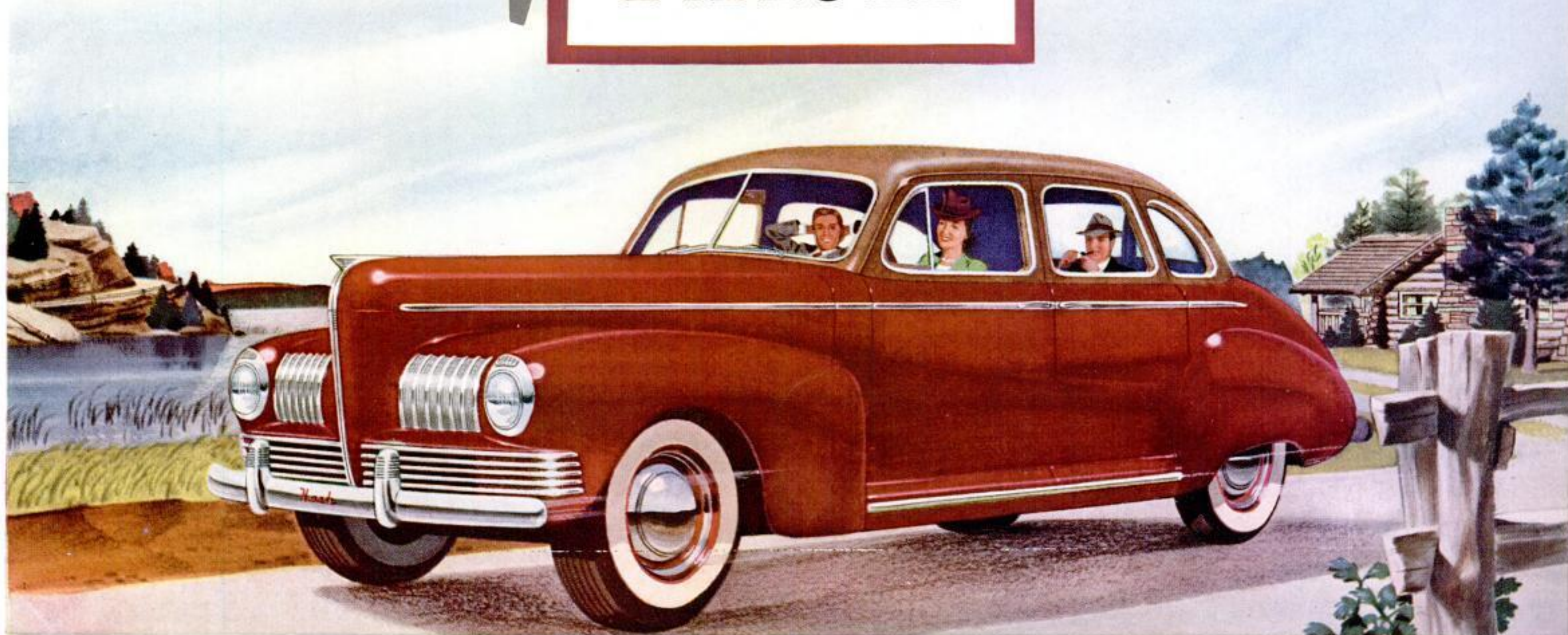
The Nash Ambassador "600" . . . America's newest low-price car. 6-cylinder Manifold-Sealed Engine. 194 inches over all. Six models.

The Aeropowered Nash Ambassador Six. 105 HP . . . 6-cylinder Twin Ignition Valve-in-Head engine. 200¾ inches over all. Five models.

The Aeropowered Nash Ambassador Eight — 115 HP . . . 8-cylinder Twin Ignition Valve-in-Head engine. 200¾ inches over all. Four models.

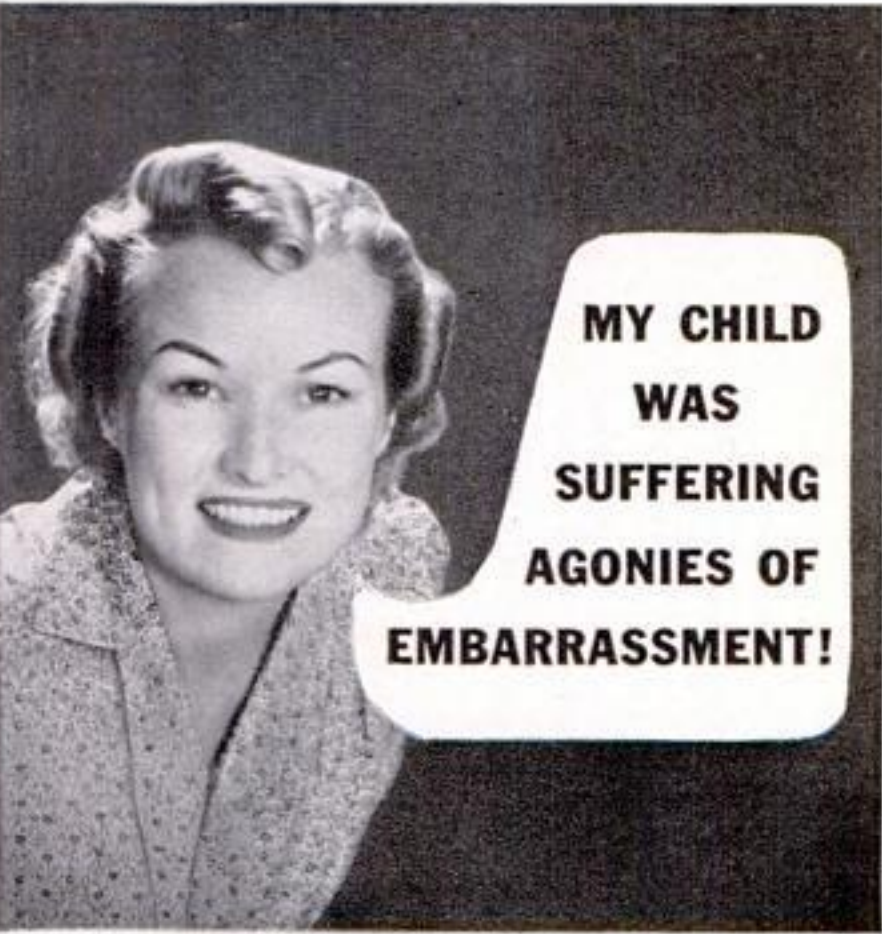
Go NASH

and Save Money Every Mile







# Little stories about a common scalp condition




**MY CHILD  
WAS  
SUFFERING  
AGONIES OF  
EMBARRASSMENT!**



**CHILDREN CAN BE BRUTES!** The boys at school kidded my Jackie unmercifully about scratching his head! His scalp was inflamed and he *refused* to wear his new blue suit because "the dandruff shows on it!" I *had* to find some way to help him!...




**THE MOTHER OF** one of Jackie's school mates told me about Listerine. "My son," she said, "had a mean case of infectious dandruff which showed wonderful improvement in less than a month!"




**JACKIE'S HIS OLD SELF** thanks to Listerine's help! He actually *loves* giving his head a good work-out morning and evening with Listerine Antiseptic because "It feels so good, Mom!"... What's more, he's proudly wearing that blue suit he hated!




**I HAD TROUBLE  
BEFORE  
WE WERE  
ENGAGED!**



**IT SNOWED DANDRUFF** every time my fiancé ran his hand through my hair! My heart almost stopped when I saw the look of surprise on his face! I didn't blame him. Dandruff is so annoying.




**MY SISTER SAID,** "I bet you have *infectious dandruff*—you have the symptoms!" Right then and there she insisted I give myself a Listerine Antiseptic massage. How my scalp tingled and glowed! I could feel those dandruff flakes disappearing.




**IT'S WONDERFUL** to have clean hair and scalp again, and to hear Joe's compliments. I'm giving all the credit in the world to Listerine Antiseptic for the job it did.




**I'M THROUGH  
FOOLING  
AROUND  
WITH AN  
INFECTIOUS  
CONDITION!**



**WHAT TO TRY NEXT?** That dandruff was so unbelievably stubborn! I was sure upset—suppose this was infectious! When my wife suggested Listerine Antiseptic, I said, "First, I'll ask Doctor Joe!"



**BOY! WAS I GLAD TO HEAR** from the good old Doc that Listerine Antiseptic kills millions of germs associated with infectious dandruff! Hope at last! I'd *try* Listerine and massage. It helped other dandruff victims—would it help me? I could hardly wait to get started!



**AFTER A WEEK I WAS CONVINCED!** The itching let up—ugly scales began to go!... my scalp felt more vigorous and healthy. Take it from me, massaging with Listerine Antiseptic morning and night sure did a swell job for me.

If you have any of the symptoms of that common scalp condition, infectious dandruff—*itching, inflammation, flakes, scales*—don't neglect them. If you do, you may regret it. Start this very day to give your hair and scalp antiseptic baths with Listerine Antiseptic.

## KILLS "BOTTLE BACILLUS"

Listerine Antiseptic kills millions of germs associated with infectious-type dandruff. Yes—and it destroys, on contact, hosts of the insidious "bottle bacillus" which leading specialists recognize as a causative agent of the condition.

Just look at the results of one of the clinical tests on men and women who used Listerine Antiseptic and massage twice a day... 76% of these sufferers showed either complete disappearance of or marked improvement in the symptoms of dandruff within 30 days.

If you have signs of a dandruff condition, it may be infectious, so get after them *today* with the treatment thousands follow.

LAMBERT PHARMACAL CO., St. Louis, Mo.

**Don't let infectious  
dandruff get a head start:  
USE LISTERINE  
NOW!**

This One



S6PN-WWA-R96N



## "PROTECTING THE AMERICAN HOME"



The Indians often marked the Vermont trails by tying saplings to the ground, bent in the direction to be followed. In the course of time these saplings grew into large trees, thus marking the trail for generations to follow.

## A Good Trail to Follow

We are asked frequently, "What is a good life insurance policy for the man with young children?"

We know of no other policy which offers more complete protection during the period when children are dependent or which pays larger benefits than the National Family Income Policy. The National Family Income Policy offers triple protection as follows:

1. *Your Family.* In case of your death, it guarantees to your wife and children a monthly income for periods of 10, 15 or 20 years, while the children are still young and dependent.
2. *Your Wife.* In addition to the monthly income, your wife will receive the full face amount of the policy at the end of the income period.
3. *Yourself.* If you outlive these maximum needs, you may con-

vert the policy into a monthly retirement income for yourself.

*How it works.* Suppose you should die suddenly, what would your wife and children receive? Illustration: Insured age, 35. Sum insured, \$10,000. Family Income "20 Year Plan." Suppose death occurs five years after the policy takes effect. National Life will pay:

1. \$100 a month the remaining 15 years of the "20 Year Plan"..... \$18,000
2. At the end of the Family Income Period, a lump sum of ..... 10,000

Total..... \$28,000

Is this kind of life insurance expensive? No, between the ages of 25 to 45, it will cost you only a few dollars a month more than ordinary life insurance. Why not find out how it might fit your needs? Use the coupon below.

## NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE—**VERMONT**  
MONTPELIER,

*A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"*

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE CO., DEPT. 115, MONTPELIER, VERMONT

Please tell me more about your Family Income Policy.

Name ..... Date of Birth .....

Business Address ..... Age of Children .....

Home Address .....

## LETTERS TO THE EDITORS

### No Commissions for Guard

Sirs:

On page 19 of LIFE, Sept. 30, there appears the following sentence: "When their year's service is over, National Guard officers will be given the chance of taking commissions in the regular Army without loss of rank." This statement is entirely erroneous. Commissions in the regular Army are issued only when vacancies occur and only as prescribed by law and in the lowest grades prescribed by the various branches. There is no legal way in which National Guard officers may take commissions in the regular Army without loss of rank.

MAJOR GENERAL EMORY S. ADAMS, Adjutant General, Washington, D. C.

● All thanks to Major General Adams for setting LIFE straight. His letter will also be interesting to National Guard officers themselves who furnished LIFE with its information. Apparently they were overly optimistic about their own commissions.—ED.

### Air-Raid Victim

Sirs:

Out of the mess of spoken and written words which this war has inspired, none has directed its appeal to the heart more truly and eloquently than the mute plea in the eyes of little Eileen Dunne on the cover of the Sept. 23 issue.

With its succinct subtitle, "Air-Raid Victim," it is the most telling commentary on modern warfare and its consequences that has been published since the conflagration abroad began and, in this reader's estimation, one of the finest photographs to appear on the cover of LIFE since its inception.

JANE WENGREN

Boston, Mass.

Sirs:

If Eileen Dunne, aged 3½, can safely cross the Atlantic, she will find a home where all this family will concentrate on erasing the look of tragic bewilderment from her face.

KATHERINE NAILL

Biscoe, Ark.



EILEEN DUNNE

Sirs:

I am revolted at the methods LIFE is using to arouse American sympathy to the point that we will forget our own purely national interests and go into war to aid Great Britain. I suggest that next week you have on your cover the picture of a German child.

MORT LEWIS

New York, N. Y.

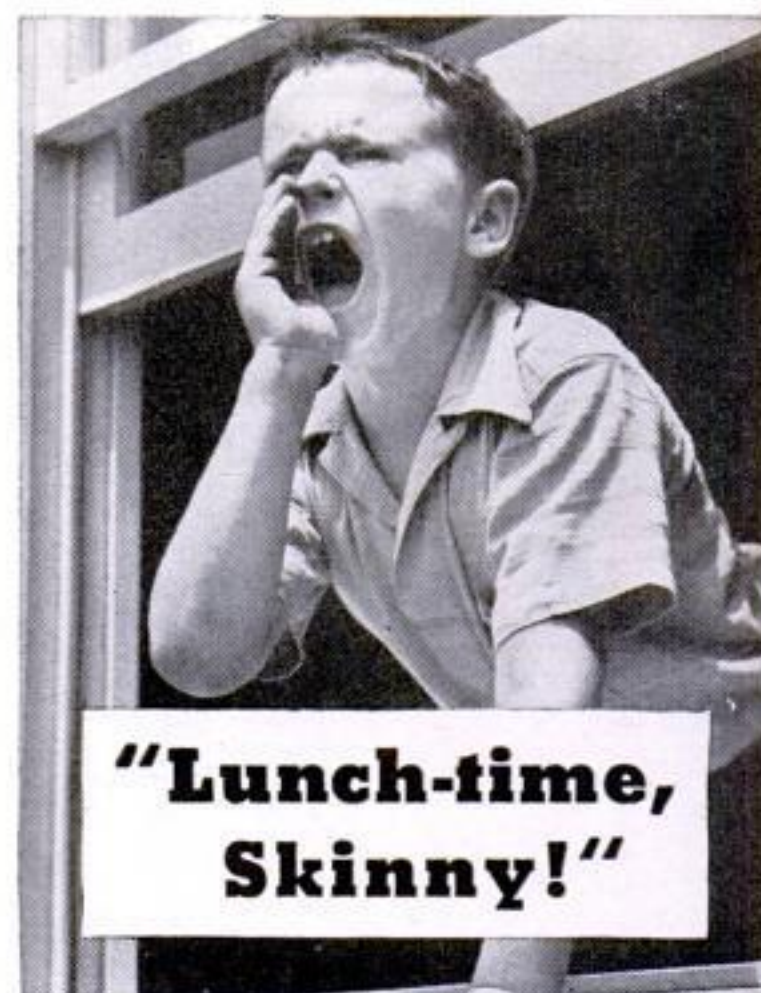
### Laval Grins

Sirs:

Your illustrated article on Vichy and your picture of Laval enjoying a good meal and with a broad grin is brilliant journalism. No wonder Laval grins—he has, at last, accomplished what he has been working for for years.

While at the Quai d'Orsay he laid the

(continued on p. 4)



"Gee, I guess we'll have to get a Telechron electric clock for the garage too. When Skinny goes out there to play with that old toy airplane, he even forgets it's time to eat. Course, we have a Telechron clock in every room in the house, so he's pretty prompt when he's in here."



**BUFFET** is a handsome wall clock for the kitchen, pantry or bathroom. In ivory, white, green, black, blue or red colored plastic cases. Priced at only \$3.50. Telechron clocks, priced from \$2.95 to \$17.50, are sold by leading dealers throughout the country.



**FORUM** is a distinctive new modern design in wood. An ideal model for the living or guest room. Priced at \$9.95. All Telechron clocks are powered by the famous self-starting Telechron motor, sealed in oil for quietness and long life.



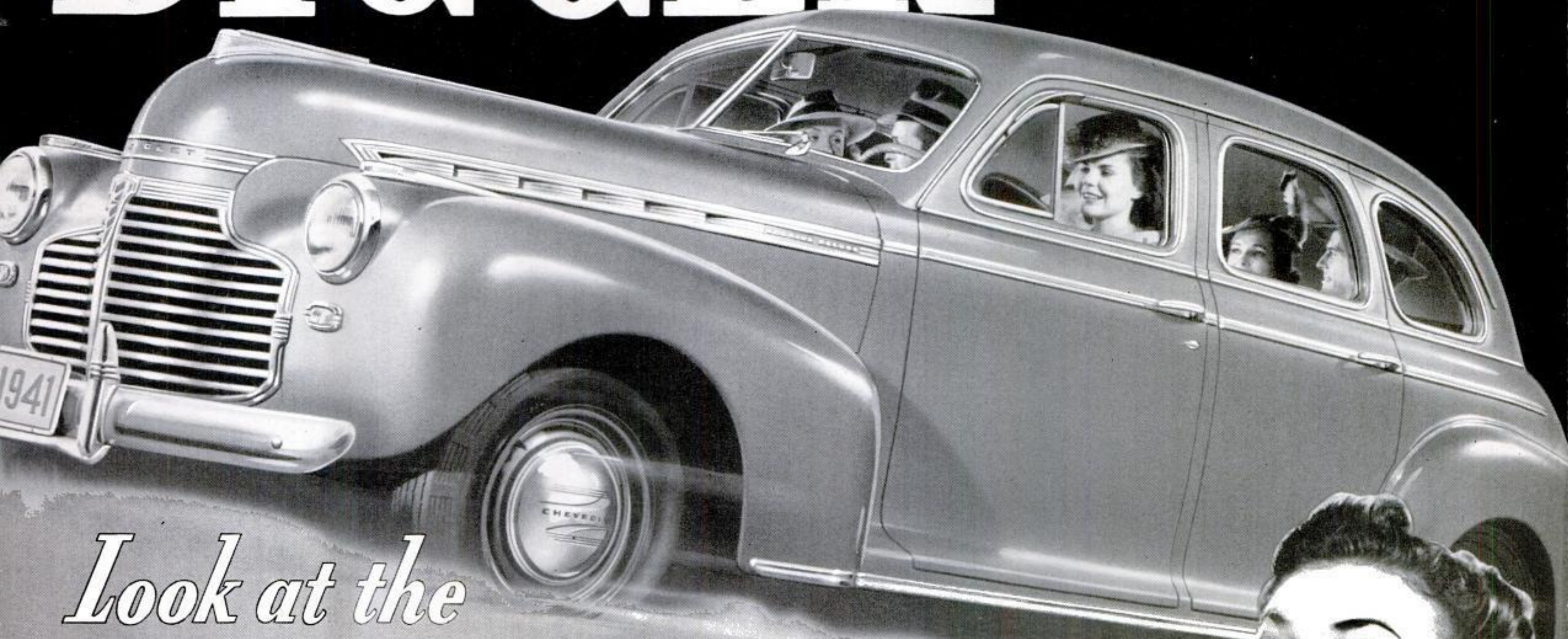
**SECRETARY** is a popular alarm clock in a brown plastic case. Priced at only \$3.95. Ivory-colored case is \$4.50. Cordial, the same design with luminous numerals and hands, costs \$1 more.

**WARREN TELECHRON COMPANY**  
Ashland, Massachusetts  
IN CANADA: THE CANADIAN GENERAL ELECTRIC CO.  
A Telechron clock in every room provides a synchronized timekeeping system—like the Telechron systems that keep time so efficiently for schools, hotels, hospitals, and public buildings.

**Telechron**  
REG. U. S. PAT. OFF.  
**SELF-STARTING  
ELECTRIC CLOCKS**



# BIGGER *in all ways!*



*Look at the  
L·E·N·G·T·H of the Leader·NOW!*

**It's a SIZE sensation... this massive new Chevrolet for '41  
... with longer, larger, wider Fisher Body ... with "3-  
couple roominess" in all sedan models ... the longest,  
largest, most luxurious car the leader has ever built!**

Here's the *biggest* car ever built by the leader . . . the biggest size-ful, the biggest eye-ful, *and* the biggest money's worth . . . in fact, *the biggest package of value*, any way you care to look at it!

It measures several inches longer than the great Chevrolet which last year earned the title "longest of all lowest-priced cars." It has a longer, larger, wider Fisher Body, bringing it even more closely into the class of high-priced cars. And *all sedans are sized for six*, which means you can

comfortably carry three passengers in the front seat and three in the rear.

You carry them "first class," too. For owners will tell you Chevrolet's de luxe Knee-Action *on all models* gives "the world's smoothest ride." And Chevrolet's 90-h.p. valve-in-head "Victory" Engine gives the modern maximum in over-all performance with over-all economy!

It pays to pick the leader . . . Chevrolet. . . *Better EYE IT, TRY IT, BUY IT—today!*

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

You'll Say  
**"FIRST"**  
because it's  
**FINEST!"**

*Again* **CHEVROLET'S the LEADER**



## We call her "Old Mrs. Millions"



**1. THIS IS OUR TOWN'S RICH WIDOW.** We call her "Old Mrs. Millions." Not a bad sort when you get to know her, but she's crotchety as a bear and thinks the whole town wants her money.



**2. WELL, I'M PASSING HER HOUSE** when I meet a neighbor of mine, Mary Banks, who had been to see the old girl for a contribution to the community chest. *I wish you could have seen Mary's face!*



**3. I TRIED TO EXCUSE** the old lady by saying she wasn't well. "In fact," said I, "she's a *pill fancier*. Collects cathartics the way other people collect postage stamps." Well, we walk on to Mary's house. And while I'm resting, Mary comes out with—*what do you think?*



**4. A PACKAGE OF KELLOGG'S ALL-BRAN!** "You know Mrs. Millions," she says, "better than I. Why don't you suggest that she *prevent* her constipation instead of always trying to 'cure' it after it happens? She probably needs the right kind of 'bulk' in her diet. If so, eating ALL-BRAN for breakfast regularly might do wonders, even for her disposition!"



**5. SOME TIME LATER,** while Mary was cutting flowers, up barges the old girl as chipper as a kitten on a sunny day. "Young lady," she says, "I'm told it's to *you* I'm indebted for a great favor. Won't you accept this for your community chest—from one who has 'Joined the Regulars'?" And she waves a nice fat check!

## Join the "Regulars" with KELLOGG'S ALL-BRAN

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1940, BY KELLOGG COMPANY

## LETTERS TO THE EDITORS

(continued)

foundation for the future defeat of France. He helped Hitler win a smashing success in the Saar plebiscite; he allowed the Führer to commit the first open breach of the Versailles Treaty by introducing military conscription in Germany; he signed the French-Soviet Treaty of mutual assistance, only to do everything to render it valueless; he backed Mussolini in his war against Abyssinia; he ruined the system of Collective Security of the League. No wonder Laval is longing for the defeat of the British Empire.

W. S. HODGE

Montreal, Quebec

Young Pink

Sirs:

I see a misprint on page 82 of the Sept. 23 issue. It should be "Young Punk" instead of "Young Pink."

CHARLES CHAPPELLE

Birmingham, Ala.

Sirs:

Bud James is not just a single individual. Bud James is the 4,000,000 young people in our country who have tried hard to find jobs—and are still without work. Bud James is the 25,000 people who recently packed into the huge Chicago Stadium from all over the nation to put their anti-war convictions into action at the Emergency Peace Mobilization. Bud James is on the picket line before the plants of the sweat-shoppers and wage-cutters and union-busters of America. Bud James is the debt-saddled tenant farmer in the deep South, the blown-out, tractored-out, sold-out migratory agricultural worker in the far West, the God-fearing war-hating church member in New England, the seaman, the longshoreman, the timber worker, the college student. Bud James is the spirit that is bringing our nation closer to the threshold of a new world. A world that will be freed of war and poverty and the exploitation of man by man.

JAMES SAN JULE JR.

San Francisco, Calif.

Sirs:

I am 28 years old, married and have worked my way through a Midwestern college without a dime of assistance from anybody.

For years I have been a member of the National Guard to prepare for the emergency we now face.

In return I ask but one thing and that is to have the Conscription Act give me a few young punks of the Bud James type for a year of training and I will convert them so when they get out they will not fall for all the red tommyrot some long-haired radical feeds them.

PAUL H. ROBERTS, Sgt.  
Co. D, 110 Q. M. Regt.

Kearney, Neb.

Sirs:

The demands of the American Youth Congress are just and reasonable and you know it. You also know that to justify these demands would mean a radical change in the social order. . . . After the "revolution" things will be different.

WALTER ILER

Bronx, N. Y.

Sirs:

That was a very good article about Bud James but just look what it has done for one of his dear old alma maters.

Last week Commonwealth College, where Bud went to school, was charged by Deputy Prosecutor J. F. Quillin of Arkansas with fostering anarchy.

MANCO JAMES

Longview, Texas

Commonwealth College at Mena, Ark., describes itself as a "non-factional labor school offering courses in union methods, economics and history of labor." To many citizens of Arkansas it is more than that. Last week in

(continued on p. 6)

## IT'S A NEW AMERICAN CUSTOM this big improvement in Waterproof Tailoring



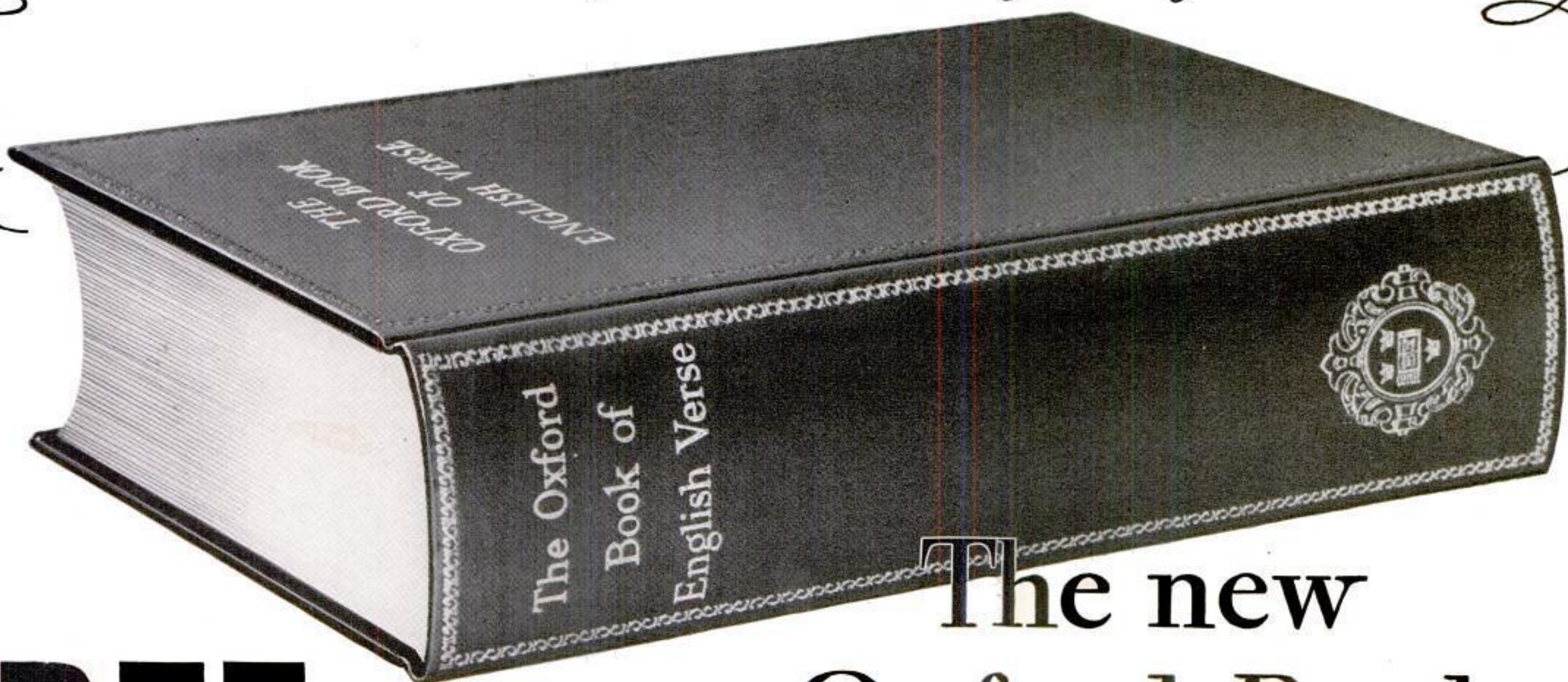
Dislike rainy-looking raincoats? Or the handsome deceivers that soak through in a downpour? Then this invention's for you. It's the exclusive new Rainster\* method that turns out fair-weather beauties with 100% foul-weather protection. Fine dress-coat fabrics like gabardines and poplins are made *completely and permanently waterproof* (not temporarily "water-repellent"). Then they're tailored the *fully waterproof* way—with streamlined *stitchless* seams that "bond" the material together into a single watertight unit, *without a single leaky needlehole!* Stitchless seams don't pucker—your Rainster's\* custom lines are in to stay. Some models lined to add top-coat comfort. At Better Stores.

United States Rubber Company  
Rockefeller Center • New York





"All that is imperishable of England"



**FREE**

... TO NEW MEMBERS  
OF THE BOOK-OF-THE-MONTH CLUB

# The new Oxford Book of English Verse

*He is always saying apologetically:*

"I just can't find any time  
to read books!"

*Yet...* IF HE SPENT (ON AN AVERAGE) ONLY 30 MINUTES  
A DAY—BEFORE BEDTIME, OR WHILE TRAVELLING TO OR FROM  
WORK, OR IN OTHER LEISURE MOMENTS—HE COULD EASILY READ  
EVERY BEST-SELLER DURING THE YEAR, AND A GREAT DEAL MORE!



AN average of *only half an hour a day* would have enabled you to read, within the past few months, every one of the following widely-discussed new books:

MRS. MINIVER by Jan Struther  
TRELAWNY by Margaret Armstrong  
NEW ENGLAND: INDIAN SUMMER  
by Van Wyck Brooks  
HOW GREEN WAS MY VALLEY  
by Richard Llewellyn  
I MARRIED ADVENTURE by Osa Johnson  
AS I REMEMBER HIM by Hans Zinsser  
AMERICAN WHITE PAPER  
by J. Alsop and R. Kintner  
STARS ON THE SEA by F. van Wyck Mason  
KITTY FOYLE by Christopher Morley  
THE NAZARENE by Sholem Asch  
WIND, SAND AND STARS  
by Antoine de Saint Exupéry  
ESCAPE by Ethel Vance

Instead, you may have been confessing to friends that you could "never get around to reading books."

Over 250,000 book-reading families—persons like yourself—have found a subscription to the Book-of-the-Month Club by far the most effectual way to keep themselves from missing the new books they are really interested in. It is an interesting fact that, of the dozen national best-sellers listed above, eight were chosen as the book-of-the-month.

You are not obliged, as a member of the Club, to take the book-of-the-month its judges choose. Nor are you obliged to buy one book every month from the Club.

You receive a carefully written report about the book-of-the-month chosen by our judges, *in advance of its publication*. If it is a book you really want, you let it come to you. If not, you merely sign and mail a slip, saying, "Don't want it."

Scores of other recommendations are made to help you choose *among all new books* with discrimination. If you want to buy one of these from the Club, you merely ask for it.

In addition, there is a great money-saving. Time and again our judges' choices are books you find yourself buying anyway. *For every two books-of-the-month you buy you receive, free, one of our book-dividends.*

So many of the Club's members ordinarily want the book-of-the-month that an enormous edition can be printed. The saving on this quantity-production enables the Club to buy the right to print *other fine library volumes*. These are then manufactured and distributed free among the Club's members—one for every two books-of-the-month you buy. For every \$1 you spend for a book-of-the-month you actually receive about 75¢ back in the form of free books, figured at retail value.

You pay no yearly sum to belong to the Book-of-the-Month Club. *You pay nothing, except for the books you buy.* Your only obligation is to buy four books-of-the-month a year from the Club.

REVISED AND ENLARGED  
FOR THE FIRST TIME IN FORTY YEARS

*The Oxford Book of English Verse*, which contains nearly one thousand poems, has achieved recognition as a permanent part of English literature. Very few are the books that can be read and reread through a lifetime, without their boundless treasures ever being exhausted. This 1200-page book—"all that is imperishable of England"—is one of that select company. Within its richly bound covers are the poems you have always loved and will love as long as you live.

If you decide to join the Book-of-the-Month Club now, we will give you a copy of this new and enlarged edition of *The Oxford Book of English Verse*, free. This was one of the recent book-dividends of the Club. Or, if you prefer, you may choose any past book-dividend, listed in the coupon below, which we still have on hand.

BOOK-OF-THE-MONTH CLUB, Inc., 385 Madison Ave., N.Y. A2210

Please enroll me as a member. It is understood that I am to receive a free copy of THE OXFORD BOOK OF ENGLISH VERSE, that I am also to receive, without expense, your monthly magazine which reports about current books, and that for every two books-of-the-month I purchase from the Club, I am to receive the current book-dividend then being distributed. For my part, I agree to purchase at least four books-of-the-month a year from the Club.

**IMPORTANT:** Please check whether you would like us to ship the current book-of-the-month with your free book YES ☐ NO ☐

Name <sup>MR.</sup> <sup>MRS.</sup> <sup>MISS</sup> } PLEASE PRINT PLAINLY

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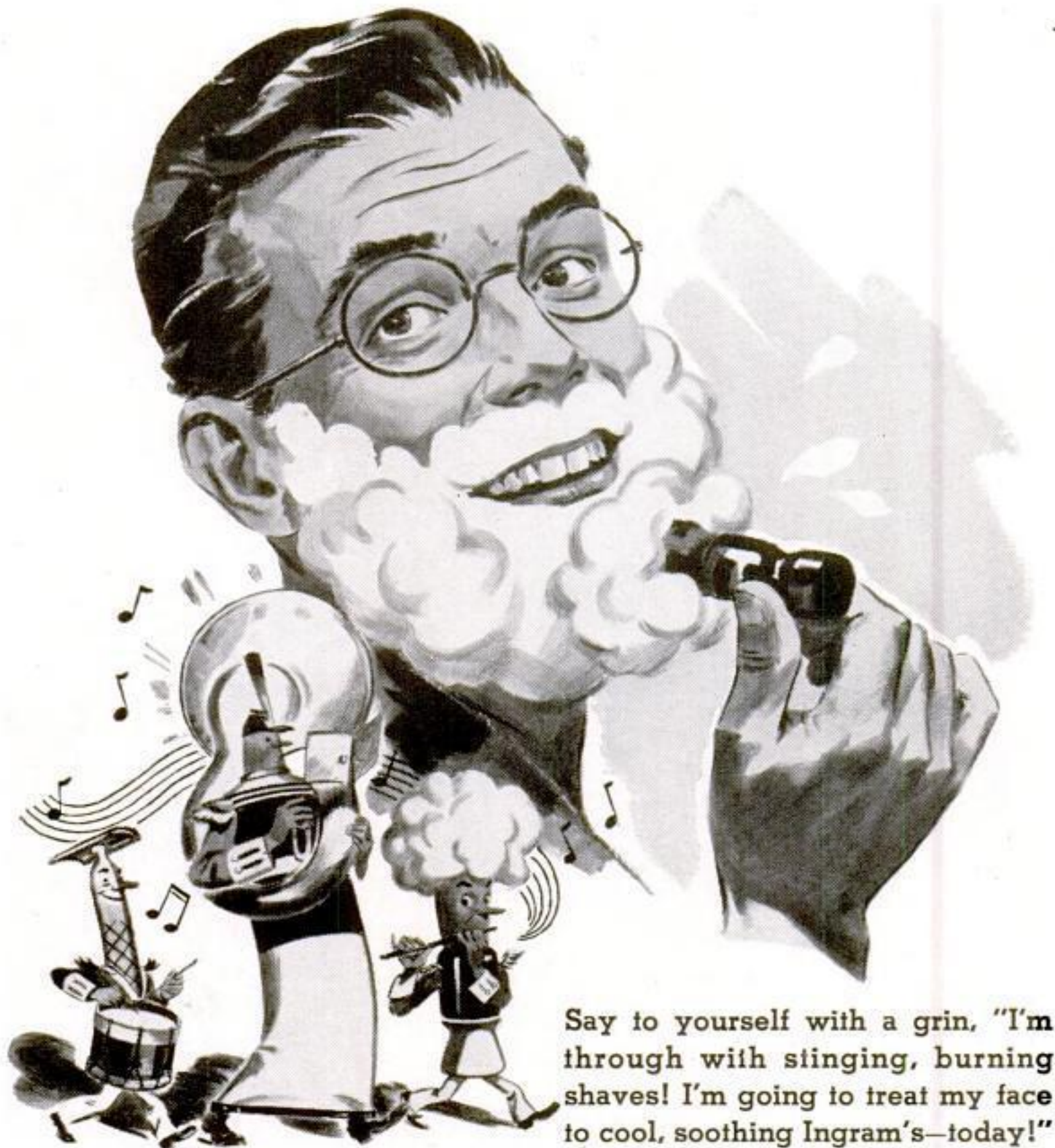
☐ JOSEPH IN EGYPT ☐ INSIDE EUROPE  
☐ BARTLETT'S QUOTATIONS ☐ TELLERS OF TALES

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# COOL SHAVES

## win liberty from razor sting and smart!



Say to yourself with a grin, "I'm through with stinging, burning shaves! I'm going to treat my face to cool, soothing Ingram's—today!"



What a treat you'll get. For Ingram's is COOL—deliberately planned. cool—to help condition your face for shaving... as that rich, creamy lather wilts wiry whiskers in jigtime!

How quickly and how easily your razor glides through your Ingram's-softened beard! And all the time Ingram's special lather soothes your face with its refreshing COOLNESS!



**D**ON'T be a slave to shaves that leave your face all irritated! There's freedom in every jar or tube of cooling, soothing Ingram's!

Yes, sir! After an Ingram's shave, your face comes up smiling! It's smooth—refreshed—COOL... and it stays that way for hours! It feels better... and looks better! No lotion needed!

Get wise to quick-lathering Ingram's! Get a tube or jar today! Both give you the same cooling, economical cream. Both help you get the same smooth, long-lasting shave—the shave your face will like!



## INGRAM'S SHAVING CREAM

IN TUBE OR JAR

### LETTERS TO THE EDITORS

(continued)

court they succeeded in getting the school fined \$2,500. Charges were that the school taught anarchy, failed to fly the American flag and displayed an "illegal emblem" (a hammer and sickle) which was imbedded in the concrete cornerstone of the college tower building.—ED.

#### Girls in Men's Clothing

Sirs:

I wonder if you have seen the editorial in the *Yale News* on your article entitled "College Girls in Men's Clothing." The editorial says: "There, revealed before our eyes, is the story of an activity so subversive as to stagger the imagination. We call on the President to hurry to the nearest fireside and declare a national emergency. The women of 'Wellesley, Smith, and Vassar' must be deprived of their pants."

"This country was founded on the principle that women constituted a weaker sex and dedicated to the proposition that a woman's place was in a skirt. It is indeed a sad commentary on the inherent treachery of women that in this hour of trial mankind should be cruelly stabbed from behind in its most vulnerable spot, its collective pants."

"We of the *News* feel that while the situation is desperate all is not yet lost if the men of Yale will take a firm stand on this all-important question. The campus constabulary must refuse to allow panted females neath the Elms. All invitations should explicitly require the wearing of skirts. This fall will decide once and for all who is to wear the national pants. It is a fight to the last flannel and may the best tweed win."

G. B. BRUER

New Haven, Conn.

#### Catacombs

Sirs:

In your issue of Sept. 23 I observed with disgust the series of pictures entitled "Life Goes to the Catacombs."

What type of decadent, perverted minds, what sort of people, can find pleasure in mocking the bones of those who have died before them? For they, too, must pass through the dark gates of Death.

Bad taste and sordid vulgarity have reached their nadir in Columbus, Ohio. I should not be surprised to read one day soon of someone installing a bar and swing band in a city morgue to promote a wholesome, jolly evening amongst the cadavers.

S. R. B. COLE

St. Louis, Mo.

Sirs:

In connection with your last week's publication of pictures of imitation catacombs, I herewith send you a photo of real skulls which I took in a little village



SOLDIERS' SKULLS

of the Bavarian mountains in Germany. Supposedly those skulls were dug from a field that was one of the battlegrounds of the war of 1813.

ALBERT LIEBENSTEIN

Chicago, Ill.

#### Dr. Smith in Prison

Sirs:

In one issue of your very interesting magazine you published a picture of Dr. James Monroe Smith, ex-President of Louisiana State University, as he ap-

(continued on p. 8)



Slim elegance  
in the grandstand  
...WEBSTER

GOLDEN WEDDING CIGAR

Mix some crisp autumn air with the captivating fragrance of today's most sensational fine cigar, and your afternoon at the game will afford heaps of satisfaction no matter whether your favorite team is winning or losing.

The smartly "streamlined" Webster Golden Wedding is the cigar the sports, club and social world is talking about. Why not join in the enjoyment of the

rare mellow-mildness

offered in its 100% choice long Havana filler, light-claro wrapper and superb craftsmanship?

## WEBSTER

CUSTOM-MADE CIGARS

GOLDEN WEDDING 10c  
Vaguely slender

KINGS (new) .....10c  
PERFECTO CHICO .....10c  
QUEENS .....2 for 25c  
FANCY TALES .....15c

First in the Social Register



“JOE’S SALARY, you know, wasn’t so big when he died — — but you’ve got to hand it to him for the smart way he invested what insurance money he had. For instance, Frances told me about an education plan he worked out with Union Central Life. It’s paying her a monthly income *now* while young Joe’s in school here at home. And here’s the surprising thing. When the boy is ready for college that income from Union Central will increase enough to send him clear through.”



★ Unusually flexible and efficient educational plans are a part of the services extended by Union Central Life. Our research staff, practical minded, has compiled up-to-date figures on how much it costs to send a boy or girl to any one of 300 leading colleges and universities. Those figures and other pertinent information are in a booklet, “A Place in the Sun.” For a free copy, without obligation, address Department B-17.

**THE UNION CENTRAL LIFE INSURANCE COMPANY • CINCINNATI, OHIO**

*A \$400,000,000 Institution . . . . . Founded in 1867*

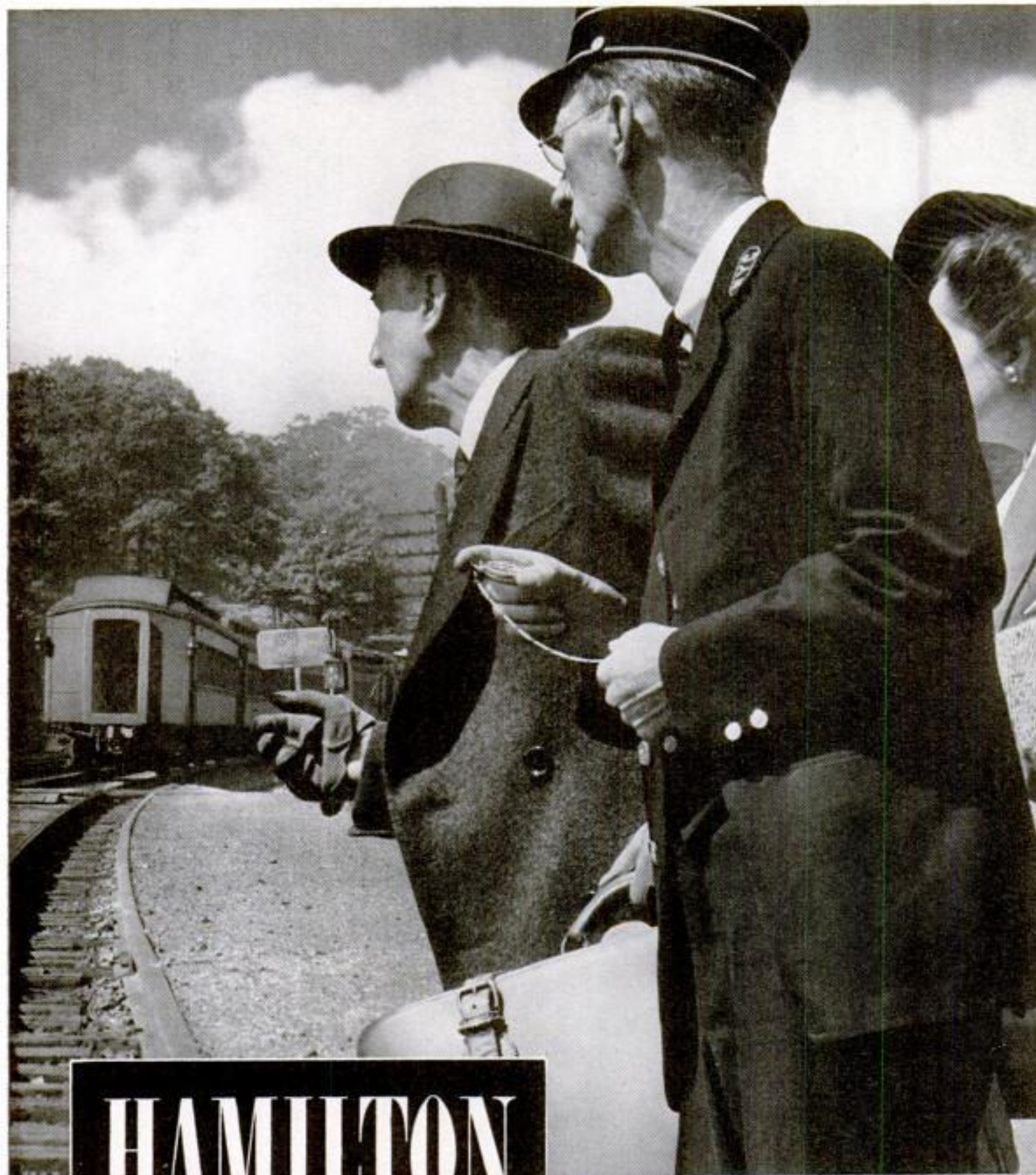


30 seconds  
too late...

and 1000 miles away  
they were operating  
on Bud



All Hamiltons have 17 or more jewels, precious metal cases. \$37.50 to \$5000. Made in U. S. A. Write for folder. Hamilton Watch Company, 405 Columbia Ave., Lancaster, Penna.



**HAMILTON**

*The Watch of Railroad Accuracy*



LUETTA. 17 jewels. 14K natural gold. Comes with stunning 18K applied gold numeral dial only.....\$55

ARLENE. 17 jewels. 10K natural gold-filled. Polished numeral and marker dial. Gold-filled bracelet. \$42.50

CAMERON. 19 jewels. 14K natural gold. Comes with handsome 18K applied gold numeral dial.....\$80

RUSSELL. 17 jewels. 10K natural gold-filled. With gilt and silver Roman numeral-marker dial.....\$40

\*Hamilton's experience building watches for railroad men insures greatest possible accuracy in every other size and grade that Hamilton makes.

MY WATCH had lied. "No use, mister," said the station agent, "it's 10:59½ and that train pulls out at 10:59."

"What about a plane?" asked Mary, looking up at me desperately. The station agent shook his head. "No airports around here," he said. "You'll have to wait and catch the 3:10—this afternoon."

Funny how important 30 seconds can be. While waiting I did a lot of thinking about it...and learned a lot about watches I never knew before...

How the watches 300,000 railroad men carry must—in the station agent's words—"tell the truth and nothing but"... How these watches are rigidly and regularly *Time Inspected*\*... How, as the station agent said, tapping his watch, "That's why so many of us carry Hamiltons. And that's why railroads run on time."

Yes—we got to South Bend all right, and Bud recovered—but that little adventure gave me a scare I'll never forget.

No, sir. Not till Bud and I get those good-looking Hamiltons that Mary promised us for Christmas.

## LETTERS TO THE EDITORS

(continued)

peared in Angola State Prison. This photo showed Dr. Smith holding a cane knife in one hand, in the other a stalk of sugar cane. Usually Dr. Smith did nothing so active as cutting cane. When he came to Angola, he was still lame from his attempt at suicide while in the Baton Rouge jail. He was put to work with the "garden gang" at Camp E, which is composed of old disabled convicts who are unable to stand the gaff of the work in the fields. All he ever did was hoe a row in the camp's vegetable garden, and in about a month he was made a trusty. He is now working as a trusty clerk on the Warden's staff of office men. Dr. Smith never really did a hard day's work on Angola and every one tried to make things easier for him. When I took sick I was placed in the garden crew and was Smith's row partner for the two weeks I was in that crew. He tried hard and was well liked by all the prisoners, as he never complained of his hard luck or his surroundings.

I was convicted of burglary and received a one-year sentence and got out July 25, 1940 on double good time. While at Angola I was severely beaten and whipped with ropes, sticks and leather straps. Before Governor Sam H. Jones took office conditions in Angola were abominable but have been made considerably better under Warden D. D. Bazer.

My prison number was 30714 and I was stationed at all three white camps, in big stripes.

CHARLES L. ANDERSON  
Athens, N. Y.

● Dr. James Monroe Smith, trusted friend of the late Huey Long, is now serving an 8- to 24-year prison sentence for misuse of Louisiana State University funds. Long once described Smith as a man who had a "hide as tough as an elephant's."—ED.

### Brigham Young's Wives

Sirs:

In your Sept. 23 issue of LIFE you state that Brigham Young had 27 wives. In a recent broadcast that I heard, one of the descendants of B. Y. mentioned that B. Y. had 19 wives

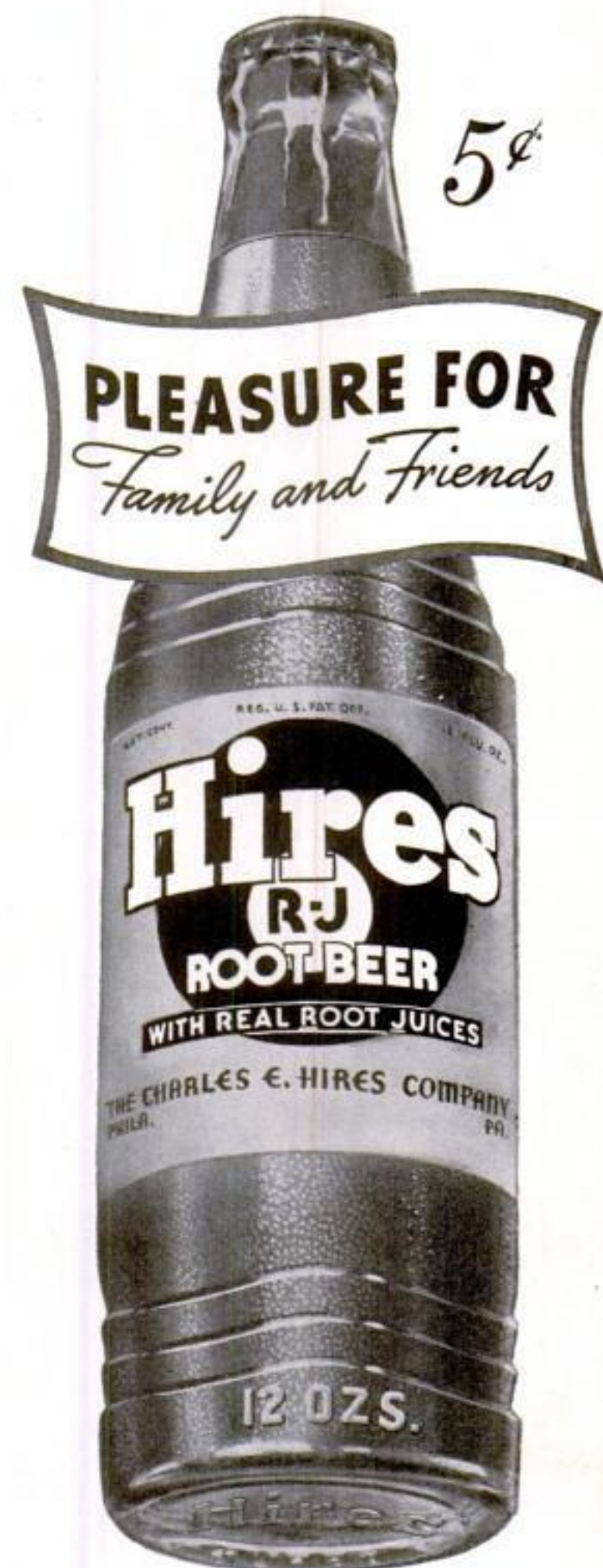


BRIGHAM YOUNG

and 55 children. Perhaps I quibble but I am curious to know the correct number.

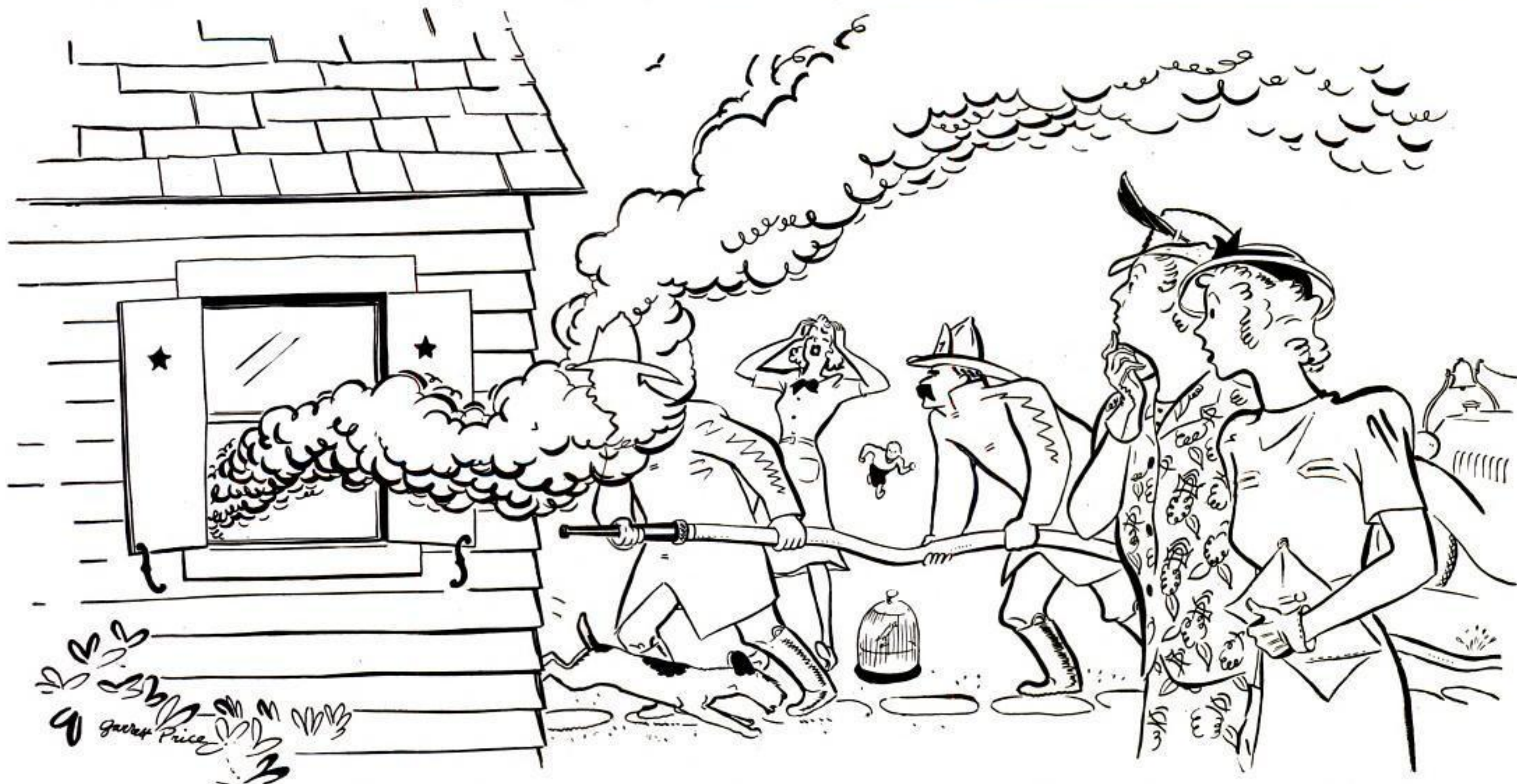
FRANK SHERIDAN  
New York, N. Y.

● By most reliable counts, Brigham Young had 27 wives. He married the first when he was 23, the last when he was 67. Sometimes he married two on one day. Once he married four on the same day, two before lunch, two after lunch. He had 56 children, 306 grandchildren. His descendants are almost as numerous as the crystals of salt on the bottom of his beloved Great Salt Lake.—ED.



TRADE MARKS REGISTERED COPYRIGHT, 1940  
MOCK, JUDSON, VOEHRINGER CO. OF N. Y., INC.





**MOTHER:** Mrs. Owen must be having a steak for dinner.

**DORIS:** Mother, it's about time you learned that it is possible to broil without calling out the fire department. I'm going to get you a new Table Broiler I saw today.



TWO HEATS

HANDSOME CHROMIUM FINISH

WELL-INSULATED  
REMOVABLE  
WALNUT HANDLE  
STAYS COOL



**DORIS:** You can cook right on the dining-room table with no smoke—no odor. Steaks, chops, fish—anything you broil. You can also use it as a hot plate. Isn't it amazing!

**MOTHER:** Here's what impresses me most—made by Manning-Bowman. Anything they make is made right, and outstanding in style.

See these Manning-Bowman electrical conveniences at your dealer's. The-IRON-THAT-WAGS-ITS-TAIL, \$9.95. Other automatic irons, from \$4.95. Twin-O-Matic Waffle Baker, \$16.00; other waffle bakers, from \$4.95. Automatic toasters, from \$12.95. Write for folder, Manning, Bowman & Co., Meriden, Conn.



COVER HELD  
VERTICALLY BY  
NOTCHED HINGES

REMOVABLE  
ALUMINUM PLATE  
EASY TO CLEAN

DEEP WELL  
CATCHES DRIPPINGS



INVERTED COVER  
USED AS HOT PLATE

EASY TO KEEP CLEAN—  
DOESN'T STAIN

HEAT CANNOT AFFECT  
TABLE OR COVER

**Manning**  
MEANS BEST  
**Bowman**

**SMOKELESS TABLE BROILER \$9.95**



# SPEAKING OF PICTURES . . .

## ... BRITAIN ATTACKS GERMANY WITH GLUE-POTS AND POSTERS

A bitter war is raging on the glue-pot front. The High Command on the British side is the Ministry of Information, a sampling of whose recent posters is reproduced here. M. O. I. posters have come a long way since unimaginative civil servants at the start of the war thought up the easily misconstrued slogan: "Your Courage, Your Cheerfulness, -Your Resolution, will bring Us Victory." The newer posters pack more punch and are less confusing.

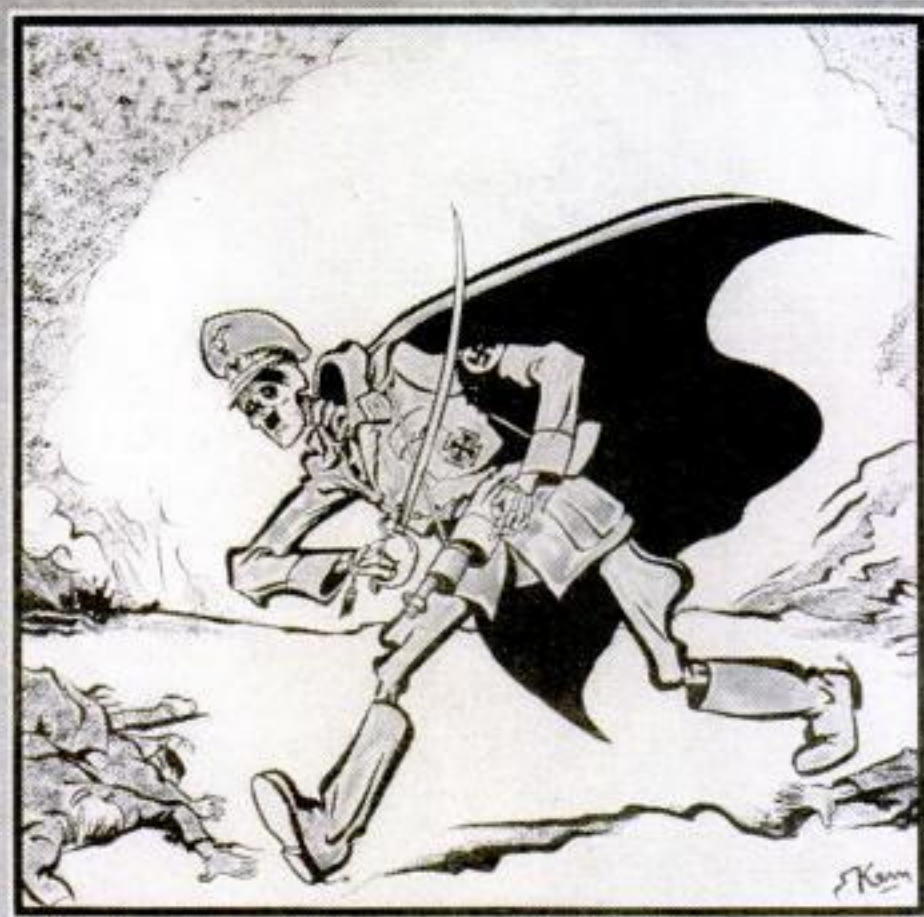
Half of the Ministry's job is to win converts to the British cause in foreign lands. The anti-Nazi cartoons on this page are for use in Arabic-speaking lands. Well-drawn and sprightly, they are beginning to enliven the *dars*, *karias* and *wahas* of Arabia.

The other half of the Ministry's job is to re-inforce the British Home Front with inspirational "pep talk" posters, warnings against Fifth Columnists and elementary instructions on what civilians should do in case of air raids, etc. Those shown on the opposite page are some of the millions that have been pasted on billboards and propped up in pubs throughout the length and breadth of Britain.



حدث لباس تنكرافيه  
هتلر: عليك ان تهتم بأمر الاطفال يا جورنج  
...وسأعتني انا بشأن النساء...

Parachuting to England, Hitler says: "You will have to take care of the children, Göring. I will take care of the women."



هتلر يظهر  
بشكله الحقيقي

"Hitler As He Really Is." "Kem," who drew this series, is Kimon Evan Marengo, British subject who was born in Greece.



هتلر: اذا اكسبت عصابتنا الحرب فسأجعل  
من الرجال قسبين: الألمان والعبيد!

"If our gang wins the war," Hitler prophesies in a Napoleonic interlude, "people will consist of Germans and slaves."



هتلر: اما قضينا على المدينة  
او قضت هي علينا...

Gorillas Hitler and Göring look toward London. Vows the Führer: "Either we destroy the city, or she destroys us."



هتلر: انت الآن في حمايتي ولن يستطيع  
احد ان يحرمك حريتك!

To Europe in chains, Hitler says: "You are now under my protection and nobody can ever deprive you of your freedom."



هتلر: هل تعرف مكانا يمكننا ان نقضى فيه  
اجازة سعيدة يا موسوليني?  
موسوليني: نعم يا سيدي... جزيرة سانت هيلانا...

Hitler asks, "Do you know where we can spend a happy vacation?" Bootblack Mussolini replies: "St. Helena Island."





# in a raid—

Motorists—park your car close to the kerb off the main highway. **AT NIGHT**, switch off head lamp. Keep side and rear lights on

New air-raid posters by M. O. I. warn civilians what to do. This one instructs motorists. In other posters from the

same series air-raid warden admonishes: "Open your door to passers-by—they need shelter too." Also, "Don't stand

and stare at the sky. Take cover at once." Finally, "Do not rush, take cover quietly, then others will do the same."

## IN AN AIR RAID ...

### IF YOU ARE AT HOME

At night see that your blackout is complete



Turn off all gas taps, then turn off gas at main



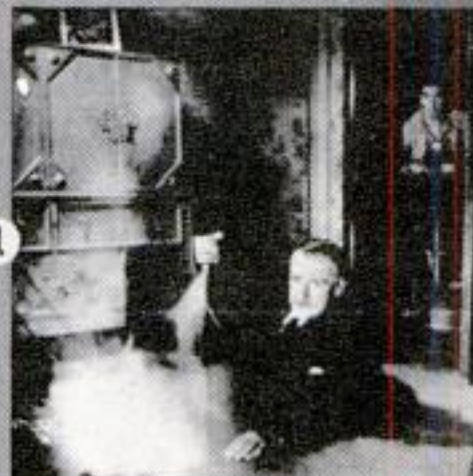
AT ALL TIMES  
KEEP AWAY  
FROM WINDOWS

## IN AN AIR RAID ...

### HOW TO FIGHT A FIRE

Have your equipment ready and tell someone to look out for fire.

This shows a stirrup hand pump in action.



If you cannot put out the fire *quickly*—call the fire Brigade or Auxiliary Fire Service. Make sure you know the quickest way to do so.



CLEAR AWAY INFLAMMABLE LUMBER FROM ATTICS AND TOP-FLOORS, IN ADVANCE

## IN AN AIR RAID ...

### IF YOU ARE CAUGHT IN THE STREET

Don't stand and stare at the sky



Take cover at once



Photographic posters teach air-raid lessons. M. O. I. posters section has its own studio, and some 20 of its own artists.

Fires should be put out 1) by using stirrup hand pumps; 2) by calling out the Fire Brigade or Auxiliary Fire Service.

Curiosity is the cause of many deaths because so many Londoners, including Churchill, persist in staring at raiders.

"I KNOW WHERE HE'S GOING..."



CARELESS TALK COSTS LIVES

Value of silence was stressed in this series urging formation of "Silent Column" against Fifth Column eavesdroppers.

"HE'S SAILING TOMORROW FOR..."



CARELESS TALK COSTS LIVES

Another "hush-hush" poster in this same campaign shows what may happen if seamen's wives are indiscreet in public.

"NOW UP AT OUR WORKS..."



CARELESS TALK COSTS LIVES

These posters were unpopular because Britons felt their freedom of speech was being violated. The series was abandoned.



# "I Like my Sleep!"

Says  
**AL SMITH**

"By making night travel comfortable, and convenient to all, Pullman has contributed to the business progress and efficiency of this country.

"Personally, when traveling, I like to get a good sleep at night and have plenty of room for comfort during the day. Pullman gives me both . . . together with a greater degree of dependability than any other form of transportation."

**Imagine! A lower on an average overnight trip costs only \$2.65\*!**

**Y**OU PROBABLY never realized that the cost of a Pullman lower, on the average overnight trip, is a mere \$2.65, \*in addition to your first class rail fare. The majority of people do not realize it is that low!

And let's consider what Pullman gives you. A real bed for sleep at night. Plenty of space to enjoy yourself by day . . . air-conditioning . . . dependability in any kind of weather . . . safety.

Clean, attractive dressing rooms. Trained, attentive service. The little conveniences that make travel comfortable.

The fact is, no other form of travel in America offers you this combination of advantages. *No other transportation offers you so much for your dollar!*

Step on a Pullman. You're made to feel "at home" at once. Every pro-

vision is made for a pleasant trip. You're a guest when you go the Pullman way . . . not just a passenger.

Why go less comfortably? Pullman service is available practically everywhere, including certain routes in Canada and Mexico. Decide to go Pullman on your very next trip!

**SEE AMERICA** at low bargain rate! By Pullman (1st class) Grand Circle Plan you can go coast to coast, by many route combinations at extraordinarily low price. Any railroad ticket agent can give you details.



"I WANT TO GO PULLMAN AGAIN!" Children are enthusiastic about Pullman travel. Mothers like it because it saves them so much trouble. It's the economical way to get there comfortably!



**WHATEVER THE WEATHER** you'll be comfortable inside a Pullman! And you'll find sleep easy on a Pullman bed. Turn out your lights whenever you choose! Porter calls you in the morning.

**S.O.S!** A Pullman "Single Occupancy Section" gives extra space to yourself at only a little over lower berth rate! Enjoy exclusive use of both seats by day plus space normally made into an upper at night. Many private rooms also available.

Copy. 1940, The Pullman Company, Chicago



(We favor national defense preparedness. The U. S. armed forces now invite enlistments.)

## Go Pullman



# SPEAKING OF PICTURES

(continued)



**¡LA GRAN BRETAÑA LUCHA POR EL TRIUNFO DE LA LIBERTAD!**

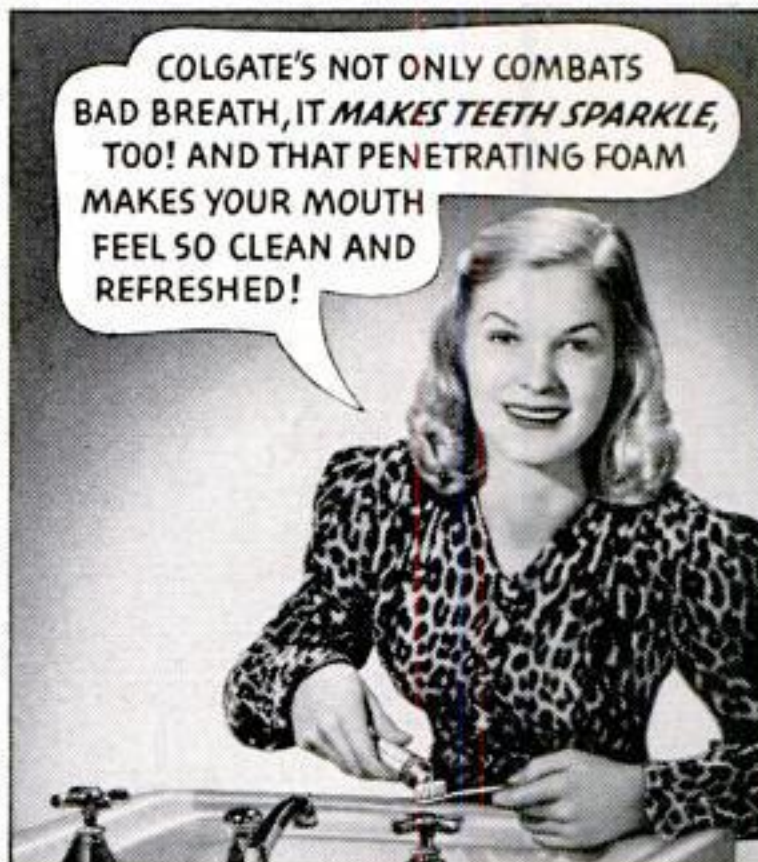
In Colombia and Mexico, where the two British posters on this page have appeared, the message in Spanish is: "Great Britain fights for the triumph of freedom!"



**¡LA GRAN BRETAÑA LUCHA POR EL TRIUNFO DE LA LIBERTAD!**

In poster war British Army makes up for its defeats in actual battle. More posters like these have been ordered for Colombia and Mexico where they are popular.

**...BUT NO ONE KISSES KATIE!**





I LOVE DANCING WITH YOU, JIM!



Jim used to wonder why he never enjoyed dancing—why he hesitated whenever he asked a friend to be his partner. One evening when he was trying to make up his mind to ask a very charming young lady to dance, he suddenly realized that if his dancing were more modern . . . he would get more enjoyment out of life. Jim took a few lessons at the Arthur Murray Studios. Today he is not only an excellent dancer, but he has also gained poise and confidence.

Thrill your partners . .

## BECOME A GOOD DANCER IN ONLY A FEW HOURS!

● For gay fun . . . for added popularity . . . learn to dance, or modernize your steps at one of the famous Arthur Murray dance studios. These lessons have been praised to the skies by the thousands who have taken them. And just as *they* enjoyed the Arthur Murray instruction, so will *you*.

Each of the dance studios is managed by qualified instructors who have been personally trained by Mr. Murray and measure up to his high standards. You will learn the modern Waltz and Fox Trot, the rhythmic Rumba and Tango—in just a few hours. You'll find that doctors recommend dancing as a healthful way to get much needed relaxation. And as you become a more expert dancer, you not only get your full share of the pleasure and satisfaction which it offers, but others find the same satisfaction in dancing with you.



**Special low rates now in effect!**

Special dance rates are now in effect at all of the Arthur Murray studios. Plan to enroll while you can save money on lessons. The idea of our branch studios is to make you a distinguished dancer—smooth, graceful, sophisticated. Take advantage of the special offer and visit the studio most convenient for you. All you need is a few hours to gain the happiness and popularity good dancers enjoy! For a limited time you may obtain a trial private dance lesson for \$1.

**FREE** Send *now* for Arthur Murray's new dance book. It contains instructions in the Rumba, Tango, Waltz, Fox Trot—the secrets of leading and how to follow—the proper way to hold your partner, etc. See how easy it is to be a thrilling partner—to be popular, sought-after wherever you go. Please enclose 10¢ to cover the cost of mailing and handling. Address Arthur Murray, Studio N101, 7 East 43rd Street, New York City, N. Y.

## ARTHUR MURRAY

Dance Studios from Coast-to-Coast

BALTIMORE . . . Hotel Belvedere  
BOSTON . . . Hotel Statler  
BRIDGEPORT . . . Stratfield Hotel  
BUFFALO . . . Hotel Statler  
CHICAGO . . . Hotel Drake & 57 E. Jackson  
CINCINNATI . . . Netherland Plaza Hotel  
CLEVELAND . . . Hotel Statler  
DALLAS . . . Baker Hotel  
DETROIT . . . Hotel Statler  
HARTFORD . . . Bond Hotel  
HOUSTON . . . 5000 Montrose Blvd.  
KANSAS CITY, MO. . . 4722 Broadway  
LOS ANGELES . . . Forman Bldg. at 7th & Hill  
(Beverly Hills) 357 N. Beverly Drive

MILWAUKEE . . . Hotel Astor  
MINNEAPOLIS . . . Hotel Nicoller  
NEW HAVEN . . . 1056 Chapel St.  
NEW ORLEANS . . . Roosevelt Hotel  
NEW YORK . . . 7 East 43rd Street  
PHILADELPHIA . . . Bellevue Stratford Hotel  
PITTSBURGH . . . Hotel William Penn  
PROVIDENCE . . . Prov. Biltmore Hotel  
SAN FRANCISCO . . . St. Francis Hotel  
ST. LOUIS . . . 7742 Forsythe Blvd.  
ST. PAUL . . . St. Paul Hotel  
SEATTLE . . . Olympic Hotel  
TOLEDO . . . Commodore Perry Hotel  
Washington, D. C. . . 1101 Conn. Ave., N. W.

## FROM LIFE'S CORRESPONDENTS

Inside Holland

[The writer of the following letter is the first Dutch Army officer to have been allowed out of the Netherlands by the Nazis. Recently he arrived in the U. S. At the time of the invasion, he was staff commander at Grebbeberg, a fortified position near the German frontier.—ED.]

Farmington, Conn.

The world knows many of Hitler's "strategies of terror," but one strategy which I do not believe the world has yet heard about was the most terrifying aspect of the Nazi attack on Holland. In my sector at Grebbeberg, young fanatical Nazi troops climbed up into the trees at night and, like monkeys hopping from tree to tree, stole across No Man's Land until they were up in the trees surrounding our trenches. They were camouflaged in green uniforms, green helmets and green grease paint over their hands and faces so that they could not be seen in the trees. Each of them carried a Tommy gun and a wooden plank for use in advancing from tree to tree. All night they hid above us and then at dawn these enemy tree-dwellers took aim and fired down into our trenches.

All of these Germans were killed or captured, but they killed some 1,200



LIEUTENANT TER WEELE

to 1,500 Dutch at Grebbeberg alone. It is very terrifying to be a front-line soldier facing an enemy and also to be surrounded by unseen enemies hiding above you in trees and landing behind you by parachute.

When the Germans attacked my part of the Dutch defense line on May 10, the infantry advanced wave upon wave directly into the path of our fire. Within 20 min. this first blind rush was repulsed.

Despite heavy German shelling, the enemy made little progress until they decided to wipe out our anti-aircraft batteries. (In all Holland anti-aircraft brought down 107 German planes on May 10 alone.) One Messerschmitt would suddenly drop to within 1,200 ft. of our anti-aircraft and the gun crews would concentrate their fire on this raider. At that moment three Stuka dive bombers would swoop in, unload their bombs on our batteries. As these bombs left craters 24 ft. deep and 50 ft. wide, it is not surprising that within a few hours our anti-aircraft guns were silenced. The nerves of the gun crews who survived were so badly shaken that they had to be hospitalized.

Then on May 13 we were suddenly ordered to retreat. The reason for this bewildering order was that the great Moerdijk Bridge linking the north and south of Holland had not been blown up because of fifth column ac-

(continued on p. 16)



Slim your waist—trim your hips—look your age. Enjoy the youthful freedom of "College Girl" foundations. At all better stores.

Girdle—7296. Lastex net and satin. \$3.50. Others to \$5.00. For the new rounded uplift contours wear Bandette style 3803 . . . \$1.00

**FREE FIGURE ANALYSIS** and name of dealer. Send bust, waist and hip measurements, length from waist to knee and weight to  
Jane Jackson, Stylist  
**VENUS FOUNDATION GARMENTS, INC.**  
127 N. Wacker Drive Chicago, Illinois

YOU OWE IT TO YOUR FUTURE TO

WEAR *Pedigreed*

GOTHAM GOLD STRIPE

STOCKINGS



ONLY 79c PAIR

Tomorrow's Big Opportunities come to the girl who looks her best today . . . in Pedigreed Gotham Gold Stripe stockings . . . they bear the "Quality Tested" seal of the Better Fabrics Testing Bureau\*.

\*Official testing laboratory of the National Retail Dry Goods Association

Just out . . . Gotham's "Color Clues". Write for your free copy today.

**Gotham** SILK HOSIERY CO., INC.  
200 MADISON AVE. • NEW YORK CITY

GOTHAM GOLD STRIPE NYLONS BEST BY TEST





## One decision the wise employer leaves to his secretary

**T**HIS IS OUR PLEA for your secretary. *Let her pick her own typewriter . . . as a favor to her that will turn into a favor for you!*

Why? Because she'll do *better work faster* on the machine of her choice, the one that suits her style of typing best. And it's only human

nature for a spirited, competent young woman to show greater loyalty to that employer who respects her wishes in such an important matter as the make of machine she uses.

So, if it's new-typewriter time in your office, let your secretary decide!



If she's an alert young modern who learned to type in one of the better schools, the chances are—she'll pick a *Royal*... the leader in over 20,000 schools, as it is in the business world. For naturally, she wants the finest quality machine... the machine that stands up longer, is faster and easier to operate . . . the one on which the all-time speed record was made. In other words, the Royal.

# ROYAL

## WORLD'S NUMBER 1

# TYPEWRITER

Copyright 1940, Royal Typewriter Company, Inc.  
\* Trade-marks Reg. U. S. Pat. Off.

**Less physical effort on the Royal.** Whether her typing touch is light or heavy, a simple twist of Royal's Touch Control\* dial will adjust the keys to her exact pressure. To change margin stops, just flick the MAGIC\* Margin lever, and — *click* . . . it's set! Changing ribbons, too, is only a matter of moments on a Royal. No messy fingers!

**Less nerve and eye strain.** On the Royal, no flashing type bars blur the eyes. Nor does the carriage clatter and pop up when the shift key is struck. The Royal has a quiet, locked, bob-less shift. Finger-comfort keys and Royal's no-glare finish eliminate dancing light reflections.

**Do your secretary a favor** that costs you nothing. Call your local Royal office for a free "desk test." We're so confident of Royal's superiority that we'll gladly put a new Royal in your office on trial. Compare it with any other make—we're certain you'll find that a Royal will save your secretary time and effort . . . mean better work for you . . . and give you more typewriter for your money!





TO FIND YOUR DOG AT NIGHT



—Get him a

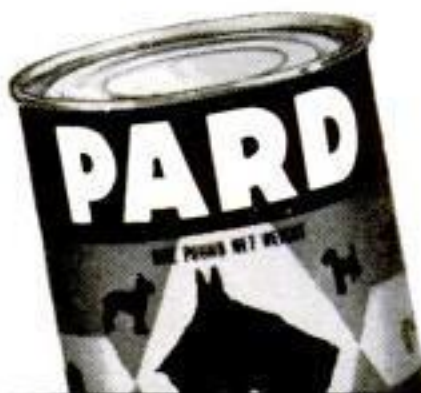
**PARD-LITE!**

FOR ONLY 15¢ AND LABELS FROM  
3 CANS OF PARD

● The glowing red beam of his Pard Lite locates your dog instantly for you! Just clip on his Pard Lite before you let him out after dark. He'll strut with pride—a regular stop light to autos when he darts across the street.

The Pard Lite is after-dark protection your dog really needs! And it's yours now for only 15¢ and labels from 3 cans of Pard. Comes complete with Mazda bulb and battery that are replaceable at your flashlight dealer's.

Use the coupon now! After December 1 the Pard Lite will be available only through retail stores at full retail prices.



**PARD**

... SWIFT & COMPANY'S  
NUTRITIONALLY BALANCED DOG FOOD

FILL OUT AND SEND IN WITH 15¢ AND 3 PARD LABELS!

Swift & Company, Box U, Chicago, Illinois L-10-14  
Gentlemen: I enclose 15¢ and 3 Pard labels. Please send me, post-paid, my Pard Lite—complete with battery and bulb.

Name .....

Address .....

City ..... State .....

(This offer good only in the U. S. A. Expires December 1, 1940)



● Shines brilliantly red! Protects your dog from speeding autos.

● Made of gem-like translucent plastic, equipped with genuine Mazda bulb.

## FROM LIFE'S CORRESPONDENTS

(continued)

tivity by Overste Mussert, brother of Anton Mussert, chief of the Dutch Nazis. The Dutch general staff had made the fatal mistake of believing that Mussert was politically reliable. That he was most unreliable became evident when the bridge was not blown up, when the Dutch soldiers stationed there never received ammunition to face the German parachutists who landed around the bridge as though it were a beehive. Overste Mussert was court-martialed and shot on the second day of the war, but the damage had been done.

On the morning of Wednesday, May 15 at 10 a. m. General Henri Gérard Winkelman, our commander in chief, received an unsigned ultimatum from the Germans demanding unconditional surrender. The world now knows that in this ultimatum the Germans threatened to bomb Rotterdam at noon unless Winkelman capitulated. What the world does not yet know is



GENERAL HENRI WINKELMAN

that the Germans threatened not only to bomb Rotterdam at noon but also to bomb Utrecht at 1:00, Amsterdam at 2:00 and The Hague at 3:00.

As this ultimatum was unsigned, General Winkelman sent it back to German headquarters with a request for a signature. This was soon forthcoming and the revised ultimatum stated plainly that the deadline for the bombing of Rotterdam had been advanced to 4 p. m. While General Winkelman was considering this ultimatum, the two German officers who had brought it sent up flares as a pre-arranged signal to show German bombers in the vicinity of Rotterdam that the time limit had not yet expired. Despite this signal the bombing of Rotterdam began precisely at noon. Although General Winkelman immediately surrendered, the Nazis bombed the city for two and a half hours. Thirty thousand people were killed. Twenty-two thousand buildings were demolished. Six days after the bombing, my wife nearly fainted from the stench of burning flesh. When I was last in Rotterdam on Aug. 22, parts of the city were still burning.

Meanwhile in Germany the Nazis have been showing newsreels of Rotterdam ruins and telling their audiences that the English bombed the city.

By the time that I left the Netherlands, however, R. A. F. bombers were already dropping their calling cards on the Germans in occupied Holland. There is excellent secret radio contact between the British and the Dutch and in many cases munition depots established by Germans in the morning have been destroyed by the English that night. British bombers and submarines were tipped off by

THEY FIT WHERE  
SHIRTS SELDOM  
FIT BEFORE . . .

because they're  
**Figurized\***

- Can't wrinkle across bosom—Smooth from armpit to collar
- Can't bulge under arms
- Can't overlap at shoulders



\*Reg. U. S. Pat. Off.

There's nothing Smarter than  
**FRUIT OF THE LOOM  
SHIRTS**

only \$1.65 at better men's wear shops  
Eclipse Needles Co. Phila., Pa.



WHAT *Electric Clock*  
WAS BORN FAMOUS?

THE NEW MODERN **SETH THOMAS** ELECTRIC  
Remember the fine big key-wound clock that chimed away at your grandfather's? Chances are, Seth Thomas made it. For your home today, Seth Thomas makes hand-some electric clocks just as famed for quality. The Yukon, shown here, is a self-starting Seth Thomas Electric Clock smartly modern in gold and black. \$6.95.

"If you want a finer clock, you'll get a Seth Thomas." From \$4.95 to \$250.00. Seth Thomas has stood for "face value" on clocks ever since 1813. Send now for free booklet showing the newest Seth Thomas Clocks—choice of key-wound or self-starting electric. Seth Thomas Clocks, Dept. L-10, Thomaston, Conn. Div. General Time Instruments Corp.

**SETH THOMAS**  
*Clocks*

KEY-WOUND AND SELF-STARTING ELECTRIC





Training is easy with this 2-piece set. Soakers\* panties have double panel front and back, self-help drop-seat with extra-stretch Lastex.\* Perfect crotch comfort because of patented up-and-down stretch. Soft, absorbent fabrics. Sizes 1-8. Popular prices. \*Trade Mark



FREE booklet about training children by Beulah France, R.N. BOSTON KNITTING MILLS, INC. Newton, Massachusetts

**SOAKERS & TOPS**  
TRADE MARK  
**FOR TRAINING TODDLERS**  
BY THE MAKERS OF QUICKEES

**M**rs. Augustus Bartholomew Zeek liked to go shopping at least once a week. But she found each P.M. along about four, she just couldn't ankle around any more. So she'd pocket her list of things labeled "must," and beat it for home in grumpy disgust. Now she knows BOVRIL, and whenever in town, around three o'clock she calmly sits down, and sips a hot cup of this fine beefy brew. Revived and refreshed, she shops till she's thru.



At Fountains • 10c a Cup • Hot  
At food and drug stores, in jars and cubes, for home use. Adds an extra toothsome-ness to gravies, soups, sauces and stews.  
BOVRIL of AMERICA, Inc., Camden, N. J.

**BOVRIL**  
Famous for its Beefy Flavor

## FROM LIFE'S CORRESPONDENTS

(continued)

the Dutch almost every time the Germans practiced "invasion" maneuvers in barges out in the North Sea. About 10,000 Germans have been killed in this way near Dutch ports alone.

For three weeks in July, I was unable to sleep at night owing to British raids near my home in Eindhoven and from the sound of the planes I estimate that the British are sending 200 bombers almost every night into Germany, some 60 bombers into Holland, while others, of course, raid occupied Belgium, occupied France and sometimes Italy. Dutch friends arriving from the border testify that the German Ruhr is a flaming blaze at night. The locks of the Kiel Canal are reported to have been so badly damaged that the Germans can only use the canal sparingly.

The British are bad shots only when it comes to the destruction of German airdromes in the Netherlands. About a mile from each airdrome the Germans build a fake one. These fake airfields are just sufficiently illuminated at night to attract the attention of the British raiders, who have been wasting their bombs on them, while the excellently camouflaged German air bases nearby have escaped most of the damage.

Just before the Dutch surrendered, the fuel storage tanks were treated with chemicals designed to make these supplies useless to the Germans. Unfortunately, the Germans added another chemical which neutralized the first one and the Nazis have been able to make use of Holland's fuel reserves.

LIEUT. CARL FRITS TER WEELE

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of LIFE published weekly at Chicago, Ill. and Philadelphia, Pa. for Oct. 1, 1940.  
State of New York  
County of New York ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Roy E. Larsen, who, having been duly sworn according to law, deposes and says that he is the Publisher of LIFE and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, Roy E. Larsen, TIME & LIFE Bldg., New York, N. Y.; Editor, Henry R. Luce, TIME & LIFE Bldg., New York, N. Y.; Managing Editor, John Shaw Billings, TIME & LIFE Bldg., New York, N. Y.; Business Manager, C. D. Jackson, TIME & LIFE Bldg., New York, N. Y.

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3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) Roy E. Larsen  
Publisher.

Sworn to and subscribed before me this 27th day of September, 1940.

(Seal) Minna V. Hartsell.  
(My commission expires March 30, 1942.)

# DON'T BE FOOLED !! EVEN YOU MAY HAVE GINGIVITIS



**4 OUT OF 5** May have this gum inflammation—often a start of PYORRHEA!

Do your gums ever bleed? Are they tender, sore? Then you have good reason to believe you may have Gingivitis—a mild inflammation (where gums join the teeth) attacking thousands throughout the nation—even young folks!

Gingivitis—if neglected—may lead to horrible Pyorrhea with its shrinking gums and loosened teeth which only your dentist can help, BUT you can help guard against Gingivitis this easy way—

**Help Gums Be Firmer  
Teeth "Naturally" Bright!**

Every morning and night massage your gums and brush your teeth with Forhan's Toothpaste. 95% Gingivitis cases remarkably improved in 30 days after dental care by following this method—clinical investigation shows. Forhan's—recommended and used

by many dentists themselves for over 20 years—is simply wonderful for cleaning dull teeth to their "natural" brightness—for massaging gums to be stronger and more able to ward off infection. ONE TOOTHPASTE THAT HELPS REMOVE ACID FILM THAT OFTEN STARTS TOOTH DECAY.

You owe it to your teeth and gums to try Forhan's and massage! At drug and department stores. Weekend size at 10¢ stores.

**SEE DENTIST EVERY 3 MONTHS**

Don't wait until teeth ache. Visit your dentist every 3 months so he can study occlusal surfaces, detect and fill small cavities, keep a close watch for gum disorders and thus save you pain and dentist bills.



**FREE** **50¢ GUM MASSAGER:** Send empty carton from 50¢ size tube Forhan's Toothpaste to Forhan's, Dept. C-10, New Brunswick, New Jersey, and receive this wonderful 50¢ Gum Massager—FREE.



IT'S SMART  
TO RIDE  
A BIKE

ELLEN DREW  
FEATURED IN  
PARAMOUNT'S  
"CHRISTMAS IN JULY"



IT'S FUN TO  
RIDE A BIKE

Hollywood, that gay style-setter, has discovered it's fun to ride a bike! And all America is joyously following the pace. More than one million men, women, boys and girls have taken up cycling in the last twelve months! Isn't it about time you did? Better see your neighborhood dealer in bikes today!

CYCLE TRADES OF AMERICA, Inc.  
Chanin Building, New York City

Keep Trim...Keep Slim...Keep Cycling!

## LIFE'S PICTURES



Eric Schaal, who followed LIFE's bee hunters on their quest for honey (pp. 59-62), played safe by staying behind this mask. A nature lover, Schaal likes to walk through the fields gathering moss and little shrubs for his terrarium. He has been heard to say that his only friends are his cameras, but falsity of this claim is established by the size of his library which he stocks by luring friends into the Book of the Month Club. Schaal can identify any piece of classical music after hearing a few bars. He also writes books. At present he is devoting his spare time to cooking, with special reference to cakes and pies. He does not drink or smoke and is crazy about salamanders.

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Watch your  
Temper! "BC"  
will relieve  
that HEADACHE  
quickly

"BC" dissolves rapidly and relieves headaches in a hurry. That's because it is composed of several reliable prescription type ingredients that quickly relieve headaches, neuralgia and muscular pains. Follow the simple directions on the package. For pains that persist always consult a physician.

B. C. Remedy Co., 551 Fifth Avenue, N. Y. C.



10¢ and 25¢

ONE OF THE  
FASTEST-SELLING  
REMEDIES OF ITS  
TYPE IN AMERICA

# OTIS

HEALTHWEIGHT UNDERWEAR

Warmth without bulk, for the man who wants the fit and support of knit underwear



Short sleeve or sleeveless shirts. Mid-thigh or ankle shorts, with double front, support feature.

# OTIS

HEALTHWEIGHT UNDERWEAR

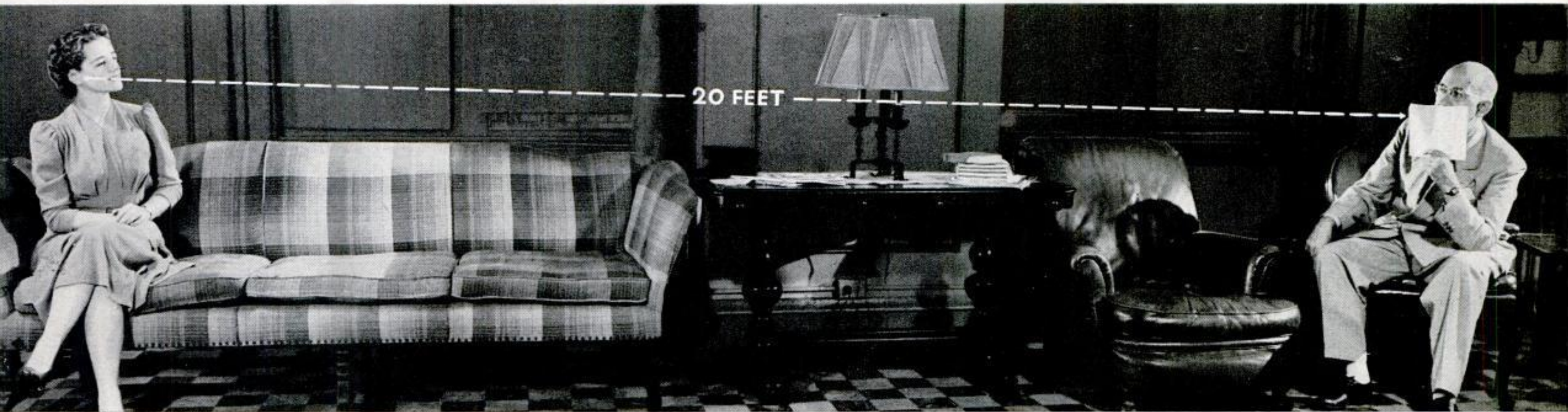
"Warmth without Bulk"

Otis Underwear, 57 Worth St., New York





HIDING HIS LIPS TO PREVENT LIP-READING AS HE TALKS IN ORDINARY TONES, SONOTONE CONSULTANT D. J. WILLOUGHBY, SHOWS MRS. RACHAEL MacRAE OF PHILADELPHIA, THAT HER HEARING RANGE HAS SHRUNK TO 18 INCHES—



... NOW, WEARING THE TINY SONOTONE BONE CONDUCTION OSCILLATOR HIDDEN BEHIND HER EAR, MRS. MacRAE FINDS SHE CAN EASILY HEAR THE SAME ORDINARY CONVERSATION AT 20 FEET

## HEARING SHRINKS...WHILE YOU WAIT!

When a man's hearing begins to slip, his best friends sometimes become his worst enemies. Not realizing that deafness often grows worse when neglected, they try to make hearing easier for him. Standing closer in conversation . . . raising their voices . . . speaking slowly and distinctly . . . they humor him until he completely fails to realize the extent to which his hearing is failing.

But hearing is a highly complex mixture of physical and psychological factors. When injury to the ear makes hearing more of an effort than usual, the mind tends to give up the effort . . . and if nothing is done to compensate for the ear's deficiency, the capacity to hear slowly disappears.

But the worst of it is that as hearing shrinks, *life shrinks!* Self-confidence is shaken . . . poise upset . . . social activities disrupted. Health is undermined . . . and jobs are lost. And all too often irreparable damage is done when the hard of hearing person refuses to face the facts *early*.

This reluctance to act is one of the serious threats to the nearly 18,000,000 Americans whose hearing is slowly shrinking. Far too little attention is paid to deafness. Far too seldom is early medical attention sought. And one of Sonotone's *great* services to the cause of better hearing is the nation-wide campaign of *personal* education carried on by Sonotone Consultants.

In the eight years since Hugo Lieber's epoch-making Bone Conduction Oscillator, Sonotone research has completely revolutionized the hearing aid. And today, the same unending research is just as completely revolutionizing the American people's attitude toward deafness!

For day by day, armed with precision instruments for measuring and testing hearing, this army of Sonotone Consultants is showing thousands of hard of hearing people (*and their friends!*) how much of their hearing has been lost . . . and how much hearing science can now bring them through modern audicles!

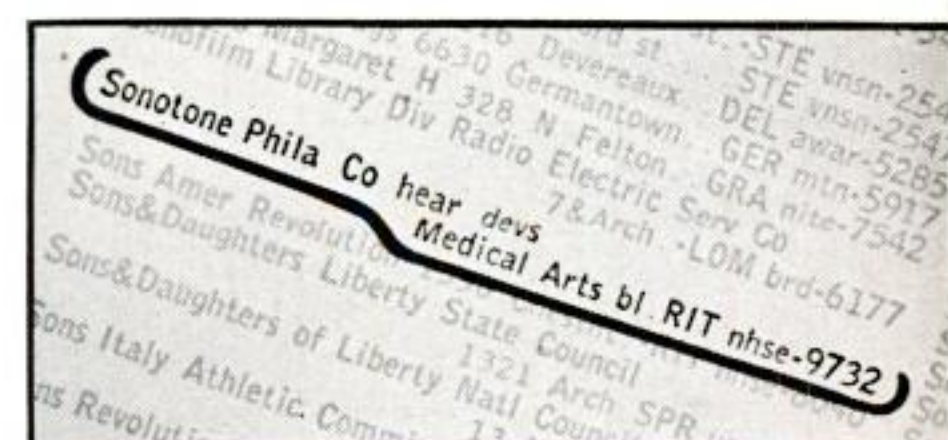
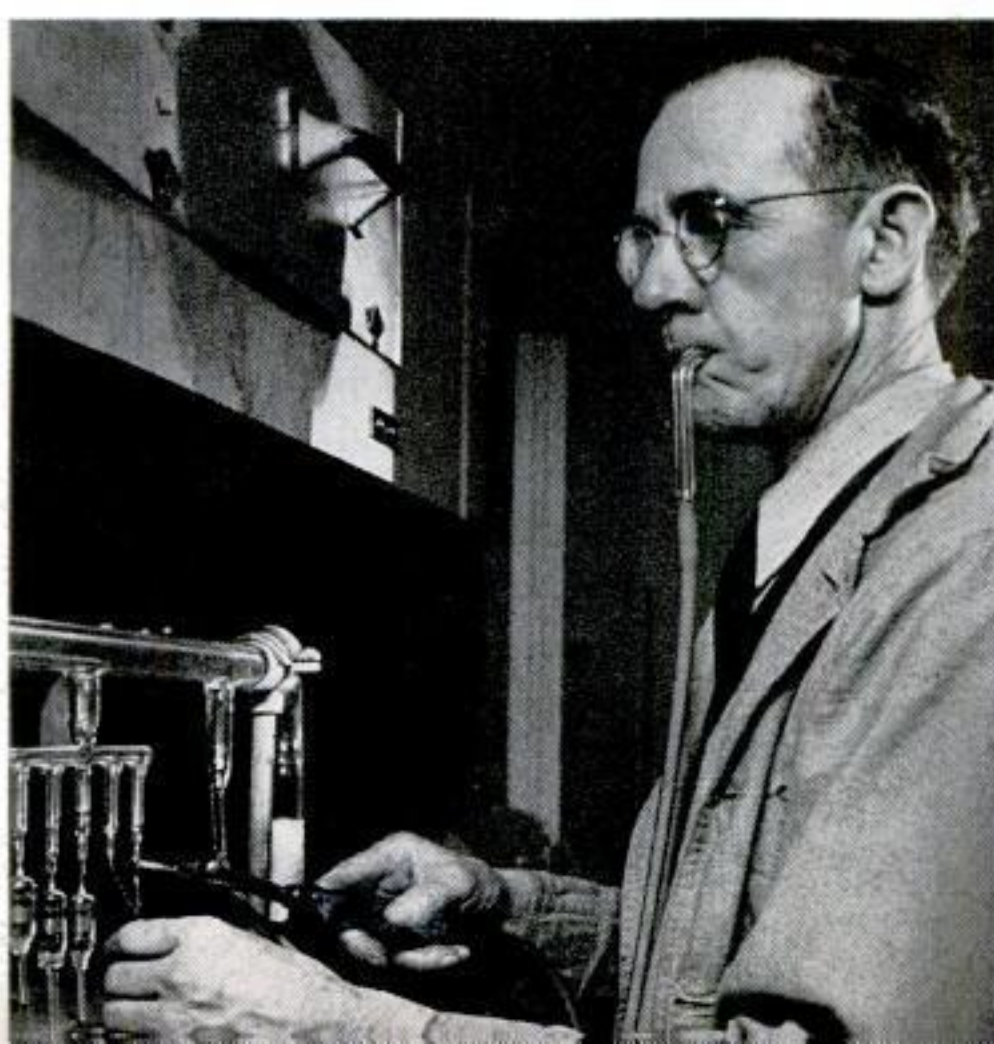


One brilliant triumph of Sonotone research is the precision fitting technique that enables a Sonotone Consultant to individualize a hearing aid to its wearer's needs. The Audiogram that Consultant David J. Willoughby is making of Mrs. Rachael MacRae, gives him a detailed picture of her hearing needs and indicates which of the more than 1000 possible Sonotone adjustments will be most helpful.

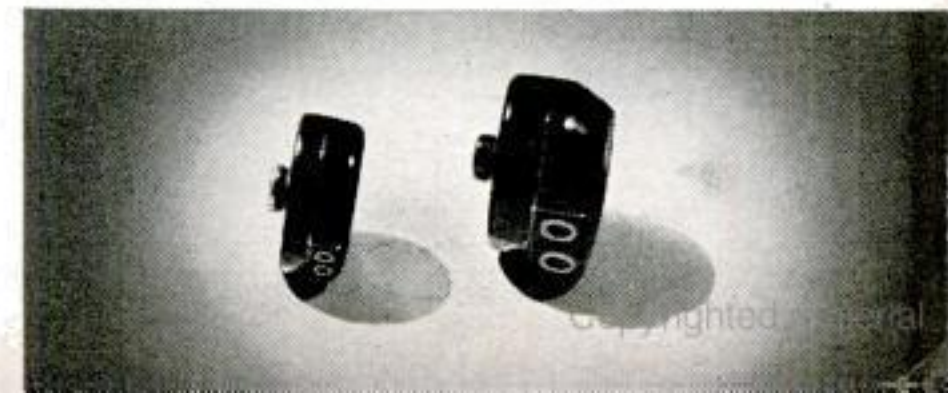
At Elmsford, N. Y., Sonotone carries on the world's most extensive research on hearing aids, which in the past decade has produced such triumphs as the bone conduction oscillator, the variable pitch amplifier, the vacuum-tube Sonotone and the continuous frequency Audiometer.

Vacuum tube research goes on steadily at Elmsford, as the research engineers seek the happy union of ever-increasing power and clarity with ever-decreasing size! Sonotone pioneered in applying radio amplification to hearing aids.

Detailed information on Sonotone may be had quickly by looking up "SONOTONE" in your telephone directory (there are offices in 120 cities) —or by writing Sonotone, Elmsford, N. Y.



The Micro-Midget Receiver is one of the notable advances in air conduction design. Efficiency has been greatly increased, and the size cut to half the size of the 1938 model.



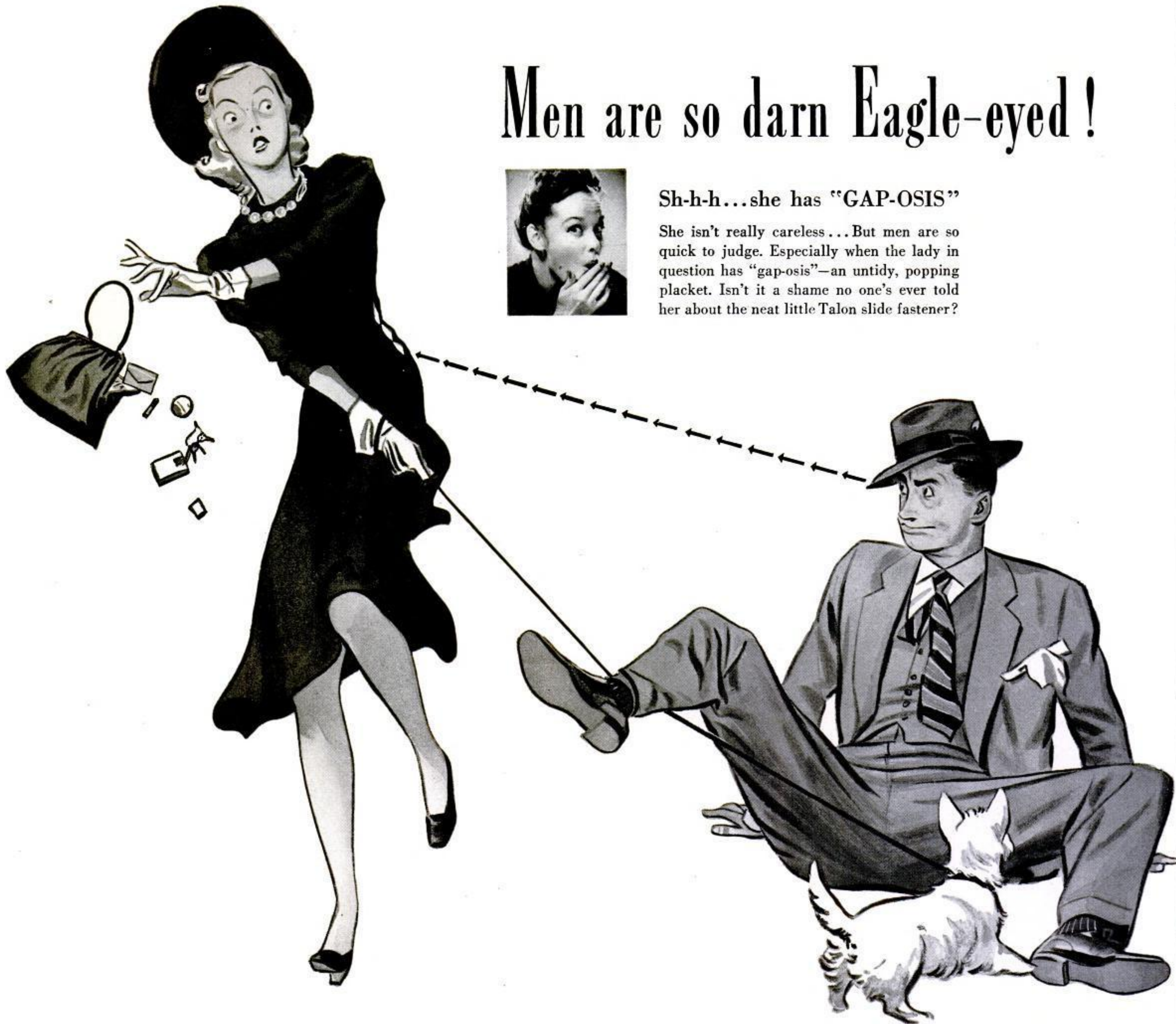


# Men are so darn Eagle-eyed!



Sh-h-h...she has "GAP-OSIS"

She isn't really careless... But men are so quick to judge. Especially when the lady in question has "gap-osis"—an untidy, popping placket. Isn't it a shame no one's ever told her about the neat little Talon slide fastener?



## How to keep out of slide fastener trouble!

**I**S THERE any way to be absolutely sure you're getting a completely reliable slide fastener when you buy clothes and other things?

Let's see what thousands of women replied when questioned by 56 of America's leading stores.

These women\*—by the huge majority of 70 to 1—said they want the Talon slide fastener specifically!

Women, it seems, have found through experience that all slide fasteners are not alike. They've learned that it is

necessary to protect themselves against unreliable ones . . . and that the sure way to do this is to make certain the slide fastener is marked "Talon" before they buy.

**\$200 or \$2**

An easy rule to follow! For today you can have the dependability of the Talon fastener in the placket of almost any dress you buy—whether it's a \$200 evening gown or a \$2 wash frock. Make sure you get it!

TALON, INC., MEADVILLE, PENNSYLVANIA  
\*The thousands expressing a brand preference.

### DON'T EVEN HAVE "GAP-OSIS" IN MADE-OVERS

When you're putting a few stitches in that last year's dress... why not make it as modern as your newest? Just sew in a Talon slide fastener.

You'll find Talon fasteners—in packages with full instructions for easy application—wherever notions are sold. And you can always buy with complete confidence. For Talon slide fasteners come in only one "grade"—the best!



As a service to consumers, many retailers use this instruction tag on slide-fastened dresses and skirts. Look for it. And always look for the word "Talon" on the pull-tab. It's a sure sign you're getting a fastener that's completely reliable!

**"TALON"—the dependable slide fastener**

REG. U. S. PAT. OFF.



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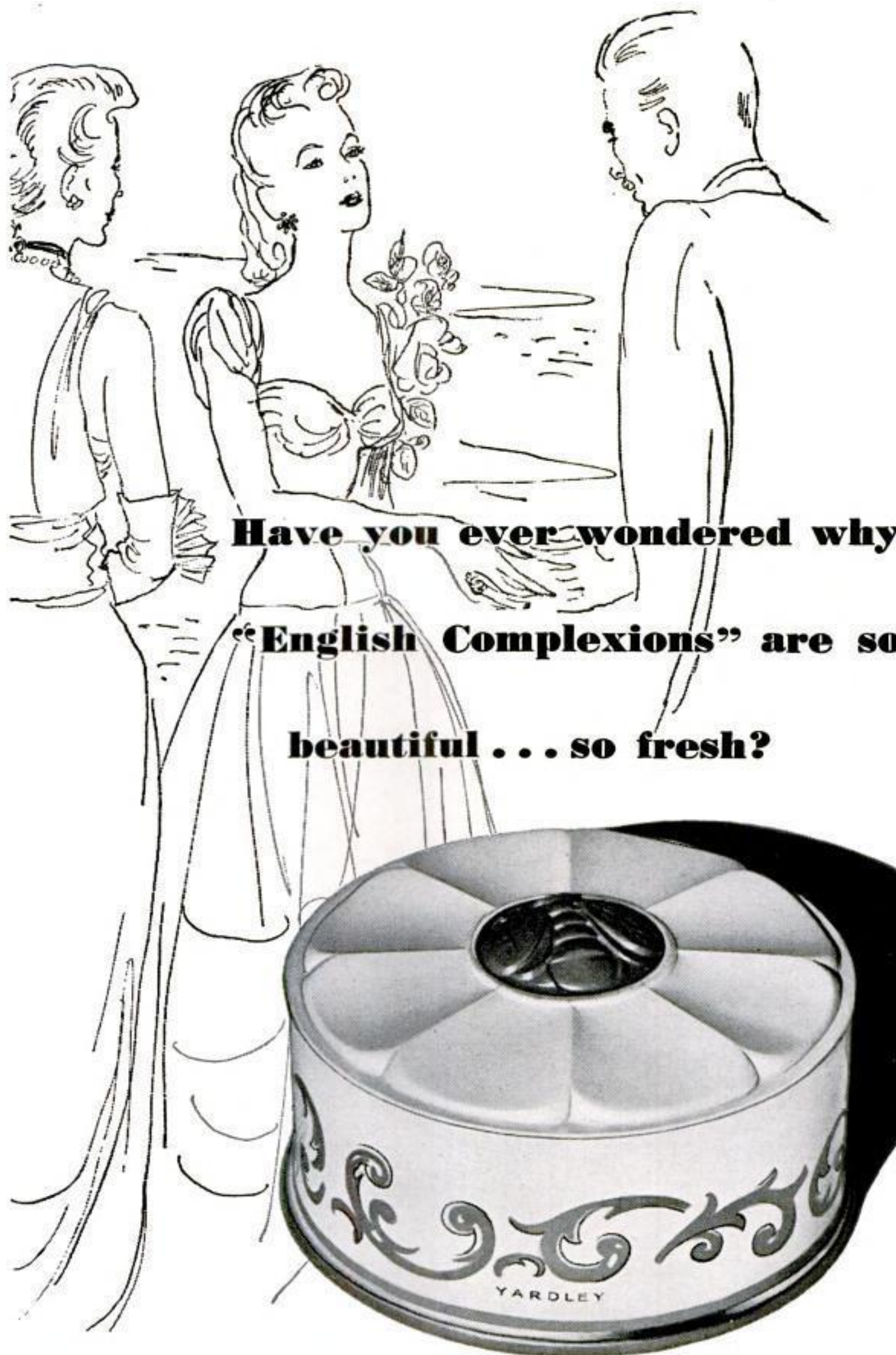
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**LIFE'S COVER.** Cheering on this week's cover at an imaginary football game is Jinx Falkenburg whose real cheering experience has been limited to one game. Born in Spain of American parents, she spent her childhood in Chile and Brazil, moved to the U. S. in 1934. She is an expert swimmer and tennis player, has been featured in Spanish-speaking versions of American movies, is presently playing in New York in *Hold On To Your Hats*. The fancy cane is one of the football flower novelties for 1940. Others are shown on pages 52 and 54.

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Have you ever wondered why  
"English Complexions" are so  
beautiful . . . so fresh?

All Bright Young Things adore Yardley's mist-blown "English Complexion" Face Powder for its lovely *natural* look. They pronounce it perfect for out of doors or in . . . for a sporting life, or a lazy one. Because it is exceptionally light in texture, so delicate and flawless in composition, and so subtly fragrant with "Bond Street" Perfume.

Available in eight lovely shades. Try English Peach or Deep Peach.

At YARDLEY, 620 Fifth Avenue, New York, and all good drug and department stores. . . . \$1

# YARDLEY'S

"ENGLISH COMPLEXION" POWDER

PERFUMED WITH

*Bond Street*

"BOND STREET," perfume of brilliant sophisticates, is available in sealed packages at \$2.50, \$4.50, \$8.50, and \$13.50 in finer shops.

If you will send 35 cents in stamps or coin to YARDLEY, Dept. 1, 620 Fifth Avenue, New York, you can obtain a generous box of "English Complexion" Powder and a trial flask of "BOND STREET" Perfume. Write your name and address in margin and check shade desired. ☐ English Peach. ☐ Deep Peach.

YARDLEY PRODUCTS FOR AMERICA ARE CREATED IN ENGLAND AND FINISHED IN THE U. S. A. FROM THE ORIGINAL ENGLISH FORMULAE, COMBINING IMPORTED AND DOMESTIC INGREDIENTS



# U. S. Platform, 1940

1940, 1740 or 2140—the U. S. Platform of Business is, has been, and always will be—Quality.

Tory, Whig, Democrat, Republican, or party-to-come—it's still the fine thing, the thing well made, we specify, we buy and we want.

When we go to the Business Polls, we vote the straight ticket of quality. When the votes are counted, quality wins in a walk.

\* \* \*

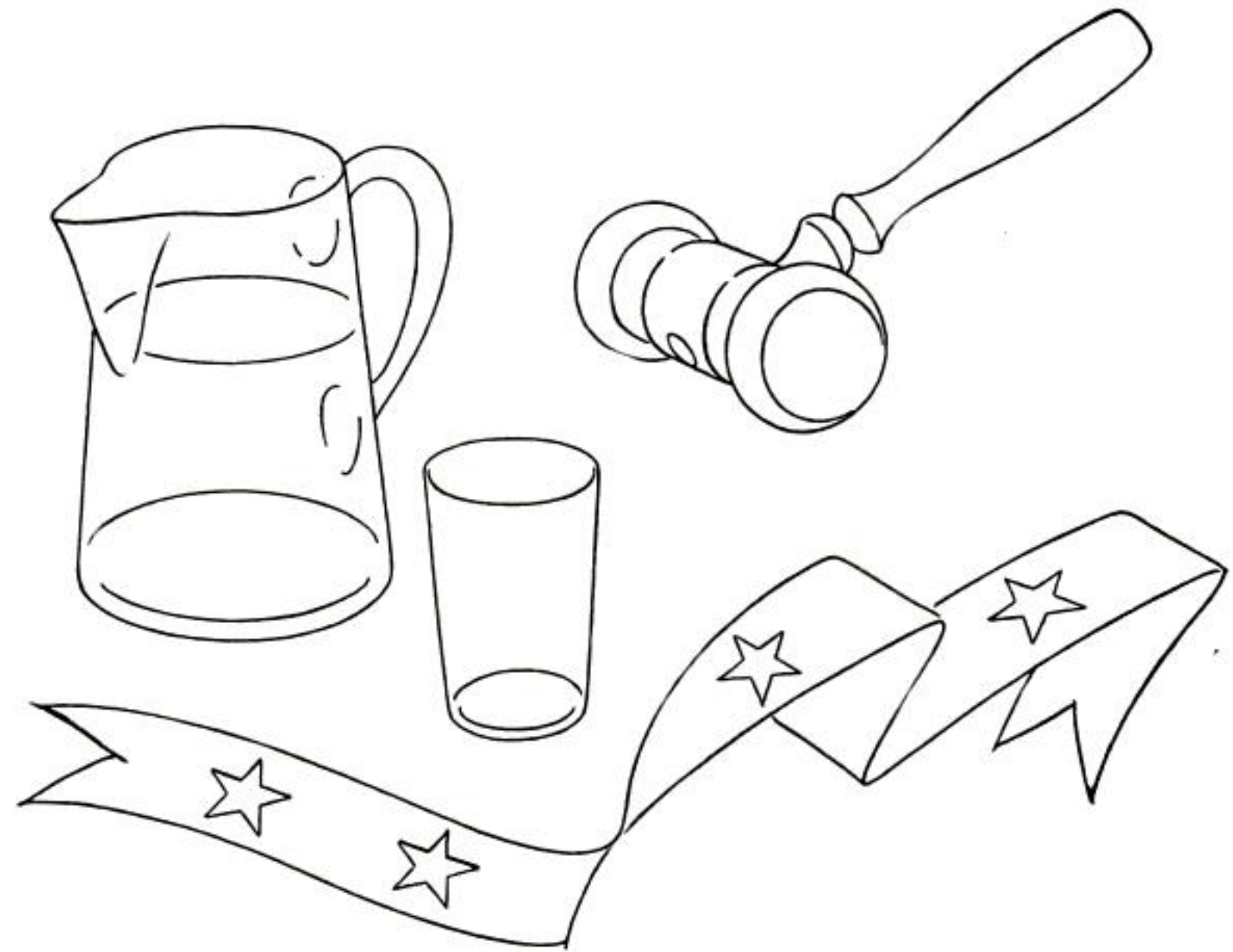
From a dollar pocket knife to a diamond-pointed drill, there is always the product that will cut, or shape, or dig or make what you ask it to.

For a little less money there is always the "little less" product that will cut, or shape, or dig or make—not what you ask it to—but all you can expect it to.

When something for kitchen, car or office has quality, you keep on being glad you bought it. When it hasn't, you're sick of it in a few days.

Quality makes you find excuses to wear one suit; lack of quality keeps you fighting another.

Quality keeps better time. Quality keeps out the water.



Quality fits the feet. Quality is soft to the skin. Quality gives you better light and keeps you warmer.

No matter how many peaks and valleys there are in the business graph, the honest product, the well-made product, will win out over the long haul.

And no matter how many other planks there are in the platform, the main one will always be good old American quality.

No matter the year, no matter the issue, here is the button for American business to wear on its lapel: *Win with Quality.*



There are many times in business when this question comes up—

*"How can we cut a few corners of expense?"*

Naturally, many businesses have extravagances which may sensibly be eliminated.

The point is, *"Quality is usually no extravagance."*

Take for instance the matter of the supplies you use with your Mimeograph duplicator.

There are various brands and grades of

stencil sheets and inks on the market. By shopping around, you might seem to save a few pennies on a quire of stencil sheets or a pound of ink.

You ask, *"Why not?"*

We say there is no report, bulletin, form or letter so unimportant as to be shoddy or hard to read.

Mimeograph brand stencil sheets and inks are made by exclusive processes to produce best results under all conditions.

The legibility of a good Mimeograph copy is up to the high standard set for

schools to protect the vision of children.

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Copies made with Mimeograph brand stencil sheets speak the language of quality and all things considered save you money at the end of the year. More and more firms are today insisting on them 100 per cent . . . A. B. Dick Company, Chicago. Distributors in leading cities.

## Mimeograph duplicator

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# Schooldays—*active minds and bodies call for nourishing food!*



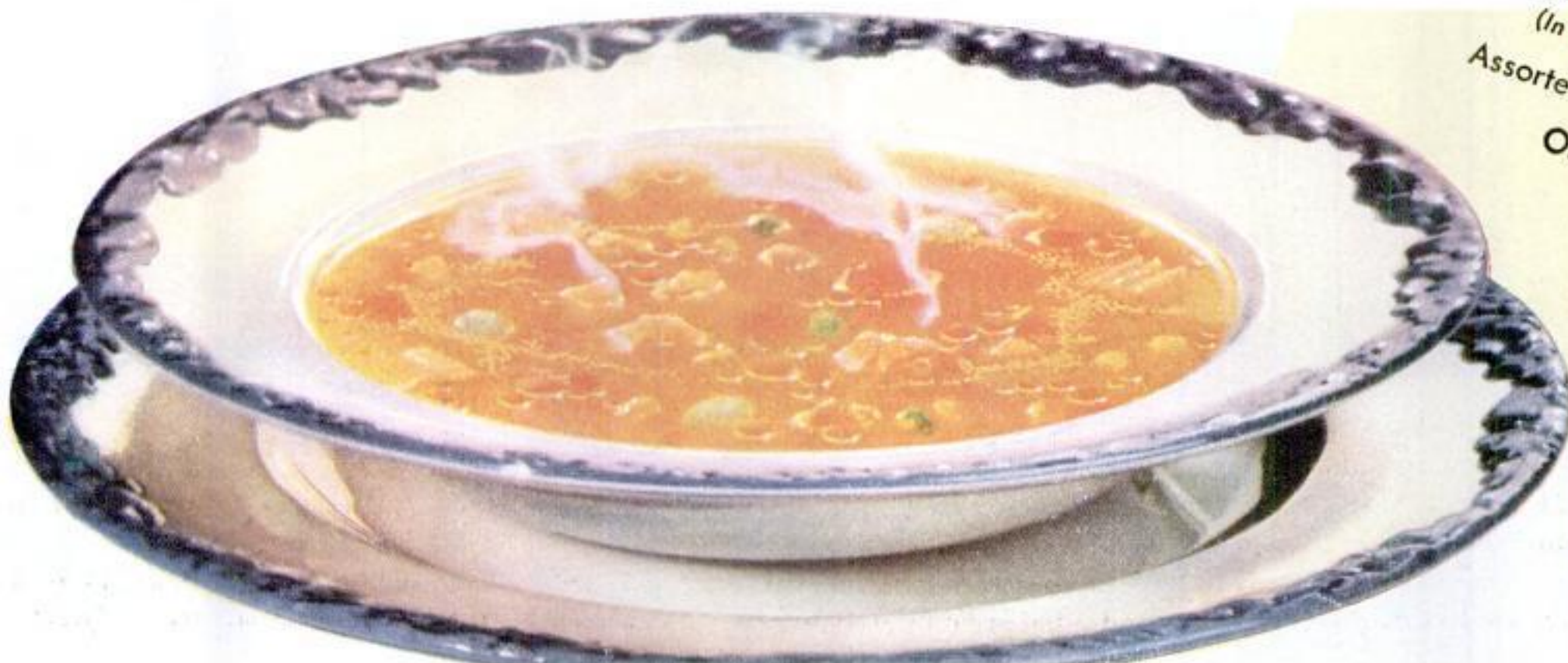
**For schoolday lunches, wise mothers call on Campbell's Vegetable Soup—so nourishing it's almost a meal in itself!**

More and more mothers today realize that children need hot, nutritious food for lunch. Many times—and for many reasons—they make it Campbell's Vegetable Soup.

First of all, children *like* Campbell's Vegetable Soup—like it as well as the finest that can be made at home, and no coaxing is needed to get

them to eat. It's good *for* them, too, because it's filled with tender, nourishing garden vegetables—15 different kinds, temptingly mingled in an invigorating beef stock. And, though it's a good hearty soup, it isn't at all heavy, so it helps keep the children bright and alert for their afternoon studies. Finally, Campbell's Vegetable Soup is so easily fixed and so satisfying that it's often served almost as *a meal in itself!*

Schooldays are here again bringing their extra demands on young energy. Make it *your* rule to serve Campbell's Vegetable Soup frequently!



**TWO TYPICAL LUNCHES YOUR YOUNGSTERS WILL CHEER FOR**

*If they come home for lunch—*

Campbell's Vegetable Soup  
Creamed Eggs on Toast  
Fruit Cup  
Milk

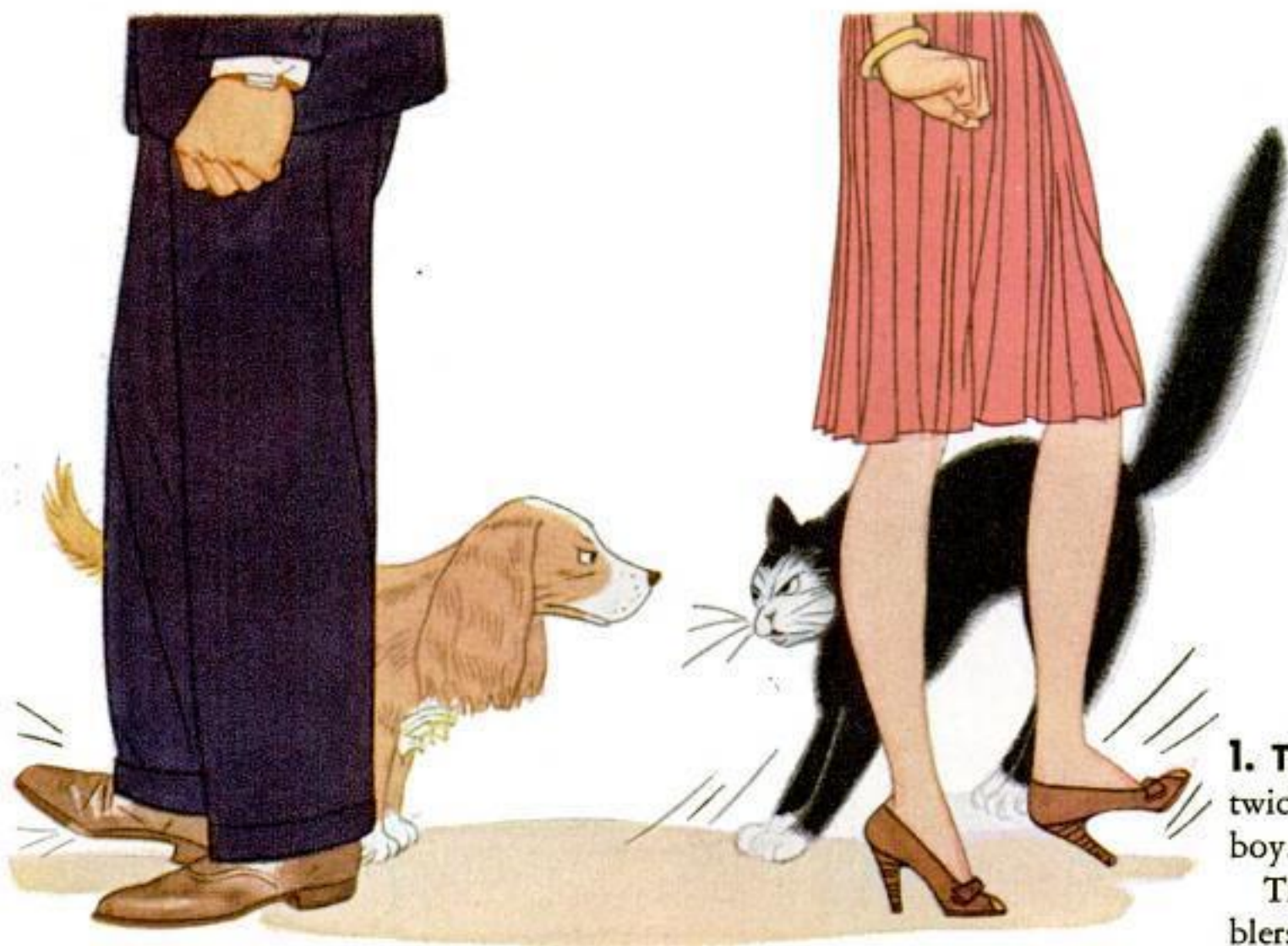
*If they carry their lunch to school—*

Campbell's Vegetable Soup  
(In vacuum bottle)  
Assorted Sandwiches  
Orange



LOOK FOR THE  
RED-AND-WHITE LABEL





## Don't ever marry a farmer's boy!

**1. Take my advice** and think twice before you marry a farmer's boy.

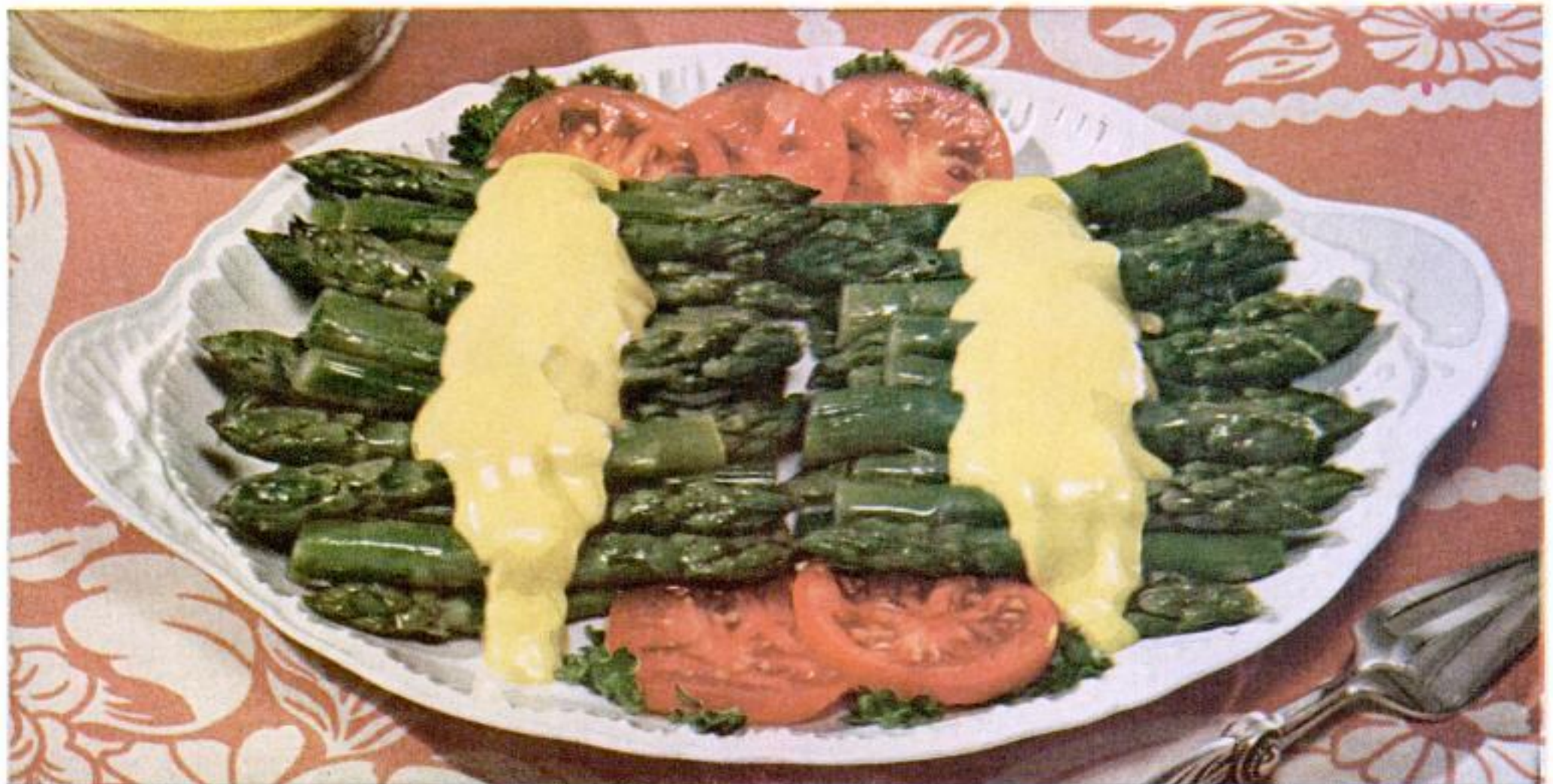
They're the biggest food grumblers on earth. "City vegetables aren't really fresh," they'll moan. And city folks wouldn't know a fresh asparagus if it came up and slapped them in the face. Anyhow, that's how my Harry talked ever since we moved into the city.



**2. Well, you wouldn't think** a box with a funny little bird on it would make him change his tune. Yet that's exactly what happened. It was a box of Birds Eye Quick-Frozen Asparagus Tips . . . as green and field-fresh as any you'll ever see this side of heaven!



**3. Harry wouldn't let me be** until I told him how I was able to get this gorgeous asparagus in October—*weeks out of season!* So I told him how Birds Eye seal in the wonderful garden-freshness by quick-freezing—*only 4 hours after picking!*



**4. I told him that Birds Eye** didn't just quick-freeze any old asparagus. They raise a special kind that is more tender and less stringy than others. And they let it grow *five years* before cutting so the flavor can get nice and deep and rich.

**5. Even Harry seemed impressed.** But I had still other reasons for buying Birds Eye Asparagus Tips. They come fuss-free—already washed, trimmed, ready to cook. And they save me loads of time in the kitchen . . . *27 minutes!* I timed it!



**6. Finally,** when I explained that Birds Eye cost *less* than ordinary asparagus, Harry was one big smile. You see, in ordinary asparagus you have to trim off one third and throw it away. But in Birds Eye you eat everything you pay for, throw only the box away. (P.S. That's all. Except we're Birds Eye "regulars" now. And Harry hasn't let out a peep since!)



**7. Where you can get these Farm-Fresh Foods . . .** You may not always find a Birds Eye dealer right around the corner. All stores do not yet have these wonderful foods. But it will be worth while to look for one. Finding it, can bring the food thrill of your life. Remember, Birds Eye represents only the *top* quality in quick-frozen foods. So be *sure* to look for the Birds Eye in the window, and the Birds Eye on the package.

### Try These Other Money-Saving Birds Eye Foods:

Peaches—sliced for shortcake!  
French-Style Stringless Beans  
Tender, Baby Lima Beans  
Golden Cut Corn—farm-fresh!  
Chopped Steak—never ground!

Serve a Country-Style Frying Chicken Tonight . . . the finest, tastiest chicken you ever ate! Cleaned, drawn, cut in frying-sized pieces. Ready for pan-frying!

And there are 50 more Birds Eye Foods . . . all cleaned, trimmed, ready to cook or serve. Get a box today!

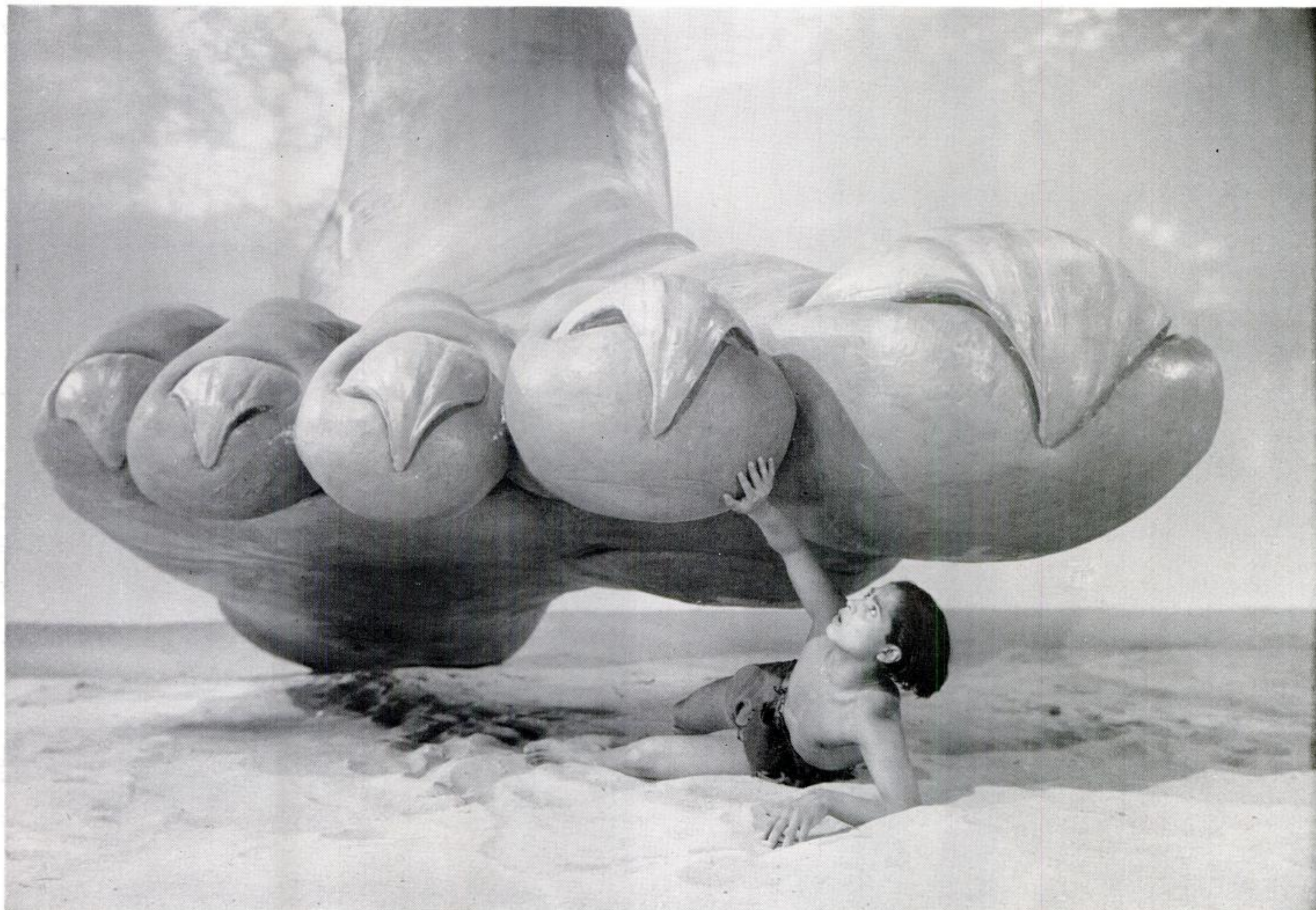
**FARM-FRESH FOODS—IN PACKAGES**

For more information, write Frosted Foods Sales Corp., 250 Park Avenue, New York, N. Y.

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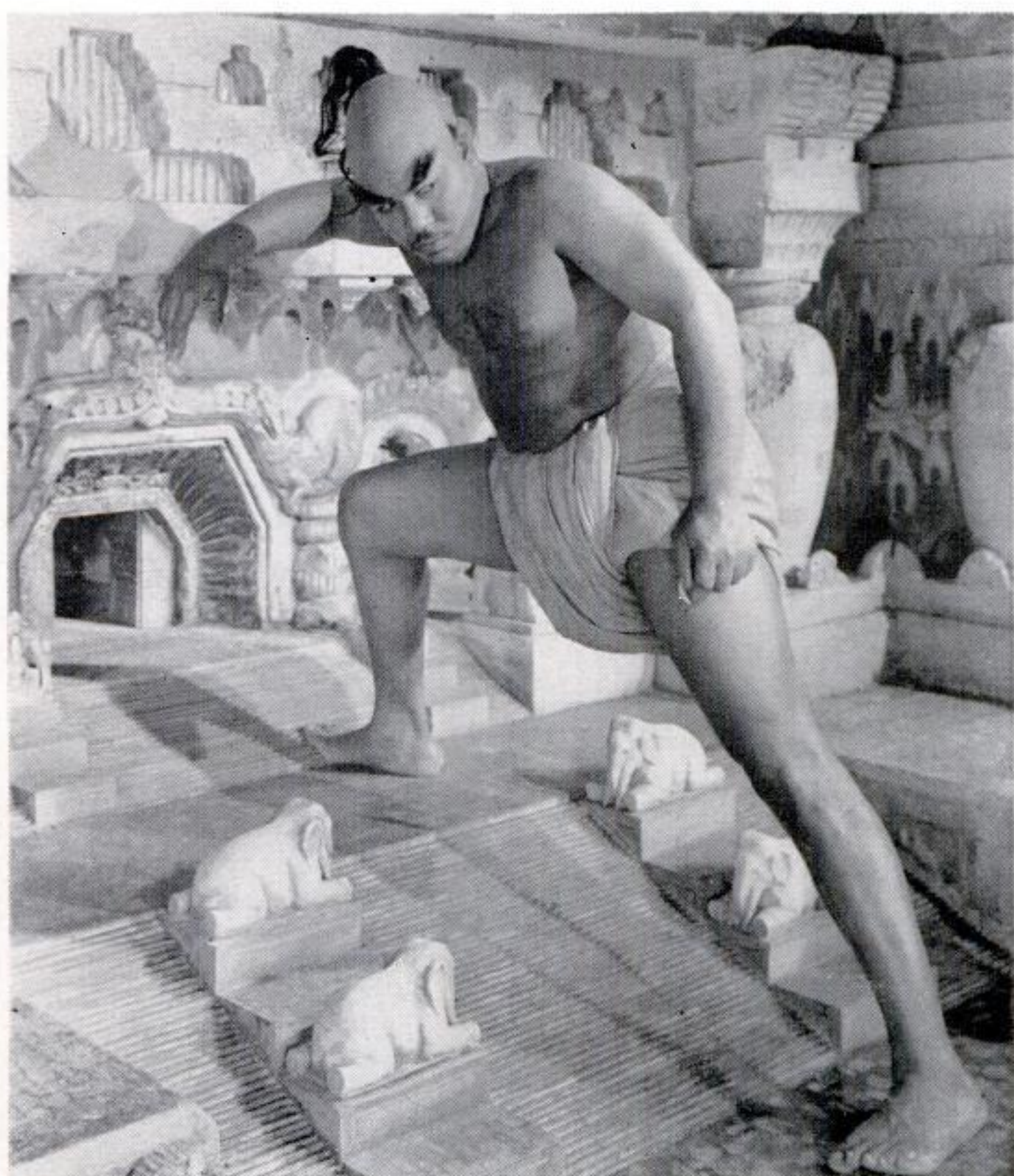




The jinni's foot nearly crushes Sabu, the thief of Bagdad, when the boy releases him from a bottle. But wily Sabu in-

veigles him back into the flask, forces him to grant three wishes. In the movie this is done by a matte shot. First Rex In-

gram's foot, with the fancy toenails, is photographed. Then Sabu is photographed, reduced in size and superimposed.



The 200-ft. jinni (Rex Ingram) becomes the temporary slave of Sabu, the thief. The best known jinni in Arabian mythology is one Aladdin commanded by rubbing his magic lamp.

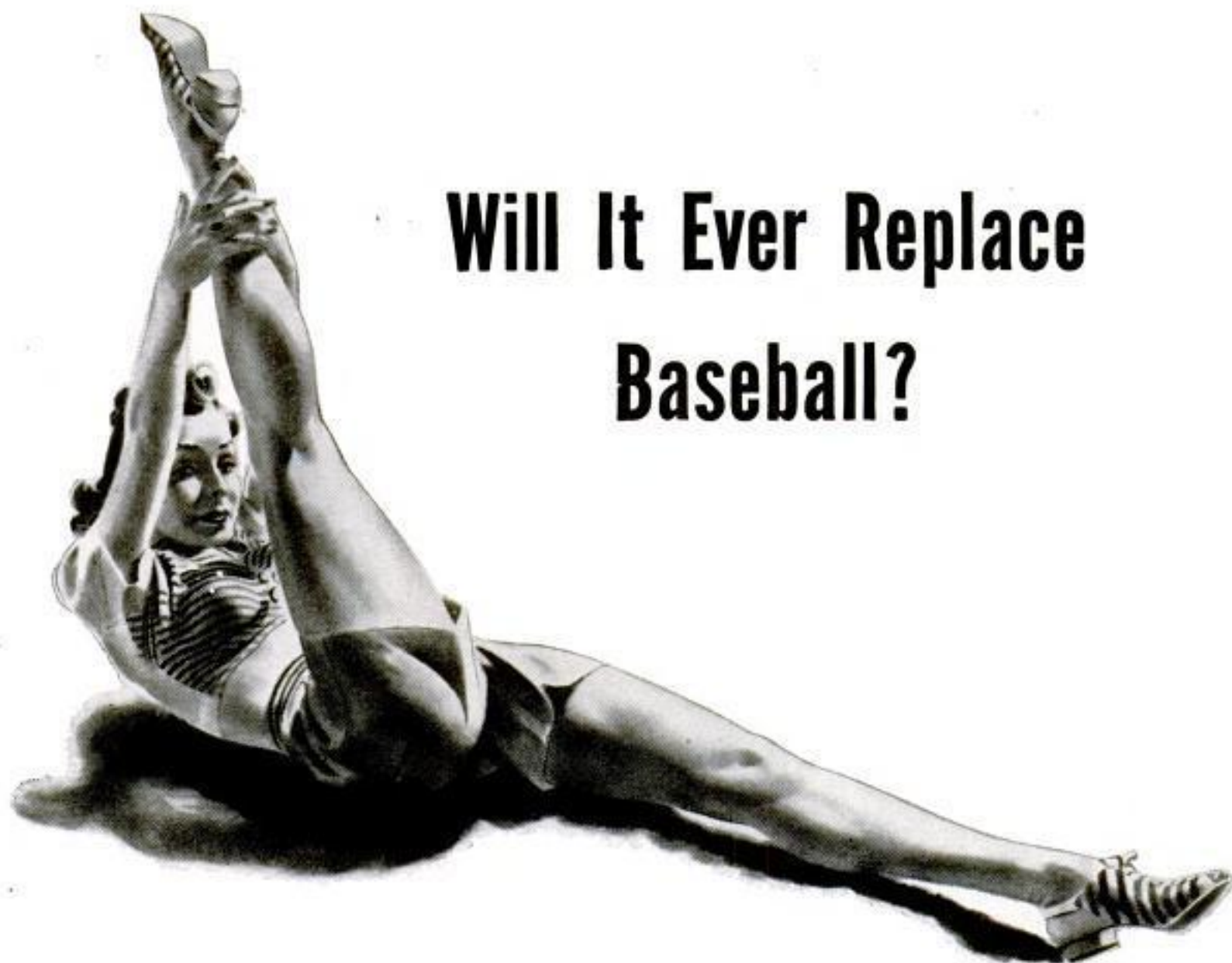
## KORDA OPENS STOPS ON TRICK CAMERA EFFECTS FOR HIS "THIEF OF BAGDAD"

When, on Sept. 3, 1939, Britain declared war on Germany, British Producer Alexander Korda was finishing at Denham near London the most elaborate movie ever made in England. It was to cost \$2,000,000 and to advance Technicolor to a new high in splendor. For this purpose Korda imported U. S. art director William Cameron Menzies, who made *Gone With The Wind* a thing of visual magnificence. He also built an Oriental city and an Oriental port, signed up Sabu of *Elephant Boy* fame, developed a new male star christened John Justin, and kept four script writers busy concocting a fanciful tale that was one-third Arabian Nights, one-third Disney fable and one-third Shubert musical.

When the war began, Korda and his cast continued doggedly at Denham in a studio spotted with sandbags and air-raid shelters. But a location safari to Africa had to be abandoned. Instead Korda transported his stars to the Grand Canyon of Arizona where, on the rim of the gorge and part way down the chasm, they shot some of the most breathless sequences of a movie already packed with scenic beauty.

Then Producer Korda assembled a battery of technicians and special-effects men to inject into his Oriental epic every trick device known to cinema. By means of rear-projection process shots, double exposures, miniatures and matte shots, they made a mechanical horse fly, a 200-ft. jinni sizzle in and out a 6-in. flask, a magic carpet soar through skies, a 40-ft. spider ensnare a boy, an assortment of mechanical toys perform feats of wonder and other such camera miracles as appear on this page. These enhance greatly the rambling old Arabic tale of the young thief of Bagdad who becomes the prison companion of an abused young prince, helps him escape, with him travels to far lands, encounters many astonishing adventures, steers him finally to his princess and his rightful throne.





## Will It Ever Replace Baseball?

**Silly, you say!** But when American women in one year spend thousands of hours doing just such exercises at home and in beauty salons...figure streamlining looks like a national game! But for women who want better figures *without* work...Munsingwear foundation garments are the easy, quick way to figure-appeal!



**"Foundettes"** are more than molders! They've all got 3-Way Control! That means Vertical Stretch for comfort...Roundabout Stretch to coax bumps into beauty...Posture-Control to play down figure-faults that give away your age. Whether you're 14 or 40...step into a "Foundette" and step out with figure-appeal.

*This "Foundette" girdle, with boned diaphragm, uses nylon. Lots of other models...also in full-lengths and pantie-girdles. Knit or woven of "Lastex" yarn. At corset departments everywhere. Munsingwear, Inc. • Minneapolis • New York • Chicago.*

# MUNSINGWEAR

## Foundettes

REG. U. S. PAT. OFF.

FOUNDATIONS FOR AGES 14 TO 40

## "The Thief of Bagdad" (continued)



Oriental torture is applied to the princess (June Duprez) by the wicked grand vizier of city of Bagdad. But Sabu sails by on his magic carpet and engineers her rescue.

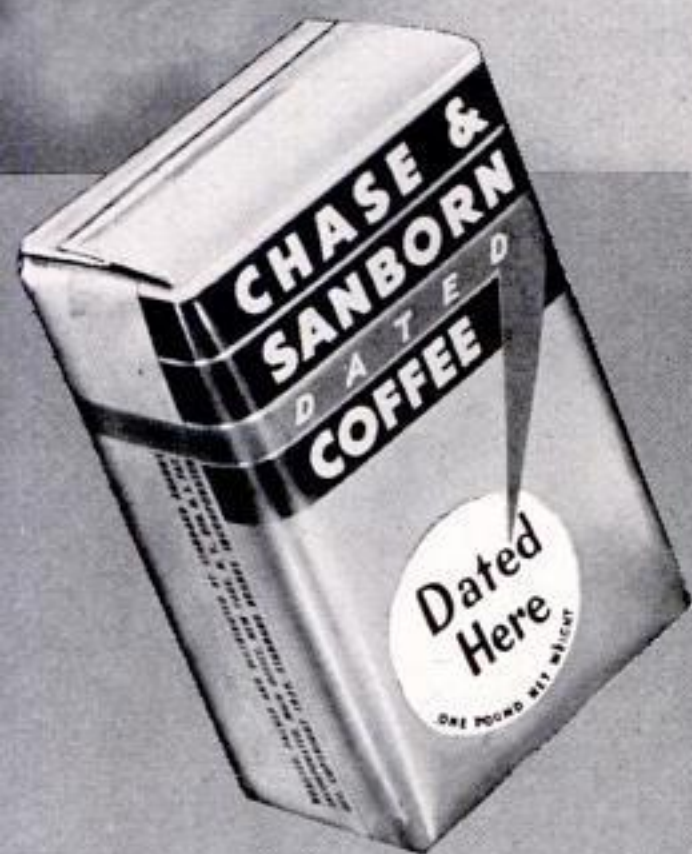


A mechanical dancing doll is given by the grand vizier to the sultan, the senile father of the princess. When the sultan embraces doll, it impales him on a dagger.

CONTINUED ON PAGE 42



# Chase & Sanborn's *"friendly flavor"* is Aces High with University of Kansas Student Pilots



**Cross-country hops** are high spots in course, are often turned into picnics by young student fliers. Instructor Ken Razak picks out a landing field near a river. Betty Wyatt, in charge of eats, plans a feast of hamburgers and tempting, fragrant Chase & Sanborn Dated Drip Grind Coffee—"friendship in a cup." Sky-high in quality, Chase & Sanborn's superb, sparkling, tangy flavor matches young fliers' high spirits!



**Applicants** must be between 18 and 26 years of age. Applicant student pilot, Fred Lawson, 19, has just taken the "whirling-chair" test. Fred feels a trifle dizzy, but thinks he is sitting up straight! Also thinks he'll make straight for a rich, reviving cup of Chase & Sanborn Dated Coffee, rushed fresh and bracing from the roasting ovens. Don't worry, Fred—you're O.K.

**Helen Hay**, only girl among 1000 U. S. students in advanced CAA course, studies for exams in Meteorology, Navigation. Her head's full of cloud formations, isobars and isotherms, dewpoint, drift, dead reckonings. She's in a fog. Tune in on Chase & Sanborn program, Helen. Go into a tailspin of laughter over Edgar Bergen's Charlie McCarthy. See if it doesn't clear the mists right out of your brain—NBC Red Network, Sundays.



**First solo** is greatest thrill in flying. Flight instructor, Don Ashcraft, on ground, watches Virginia Bell make a perfect approach.

(Below) **"Ginia"** receives congratulations, after fine 3-point landing, from Fred Lake who's advanced to loops and wing overs. "How do you feel, Ginia?" "Like a cup of coffee—wonderful, I mean." "I'll treat—your favorite Chase & Sanborn Dated Drip Grind"—glorious soaring, inspiring flavor worthy of America's future skymen and skywomen.



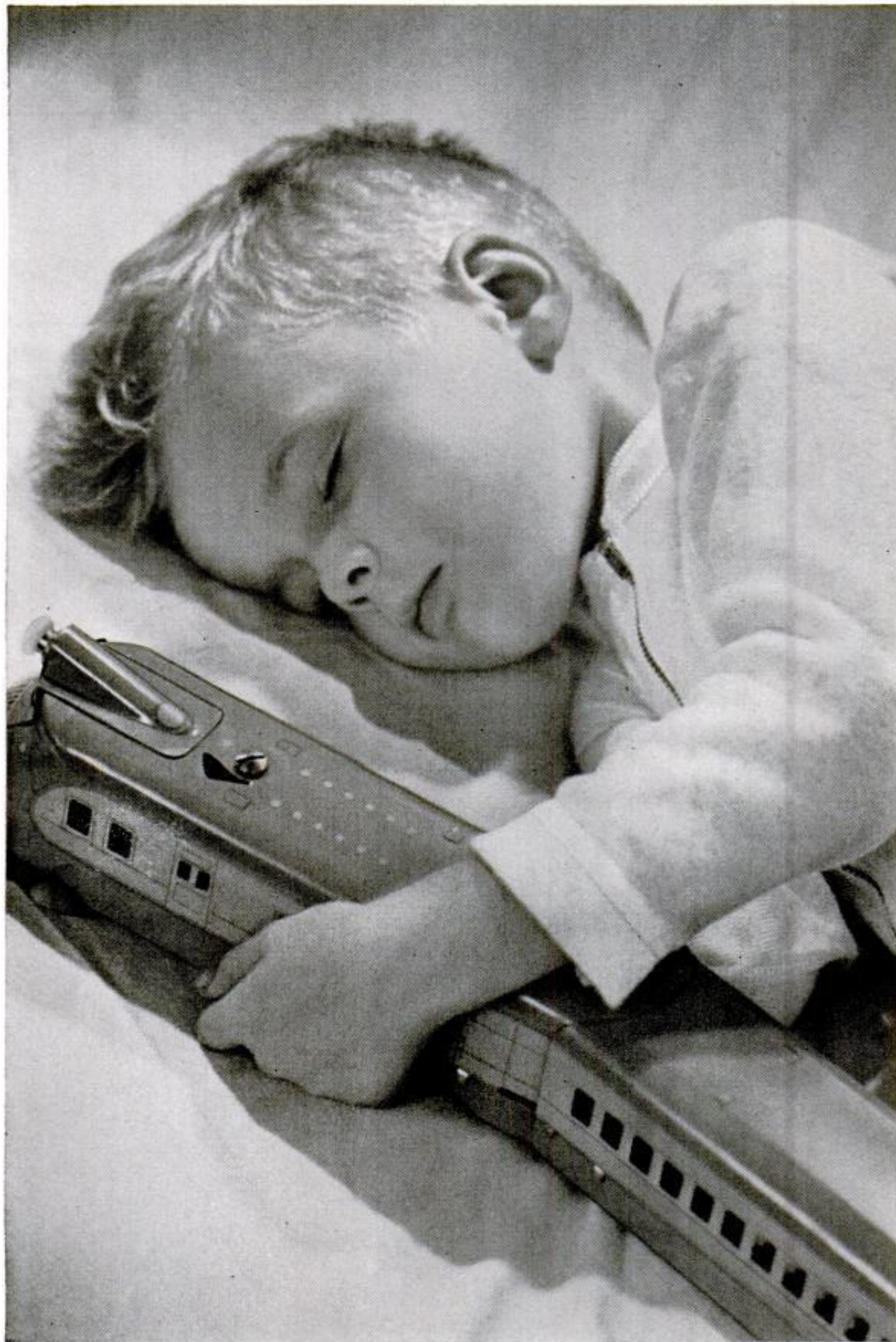
**Acroplane trainer** simulates flight "attitudes"—banks and rolls like real plane as Jud Keeling manipulates controls under instructor's watchful eye. "Right 'attitude' about coffee? Easy!" Jud says. "Give me Chase & Sanborn every time, with the date of delivery marked plainly on the money-saving package. You can depend on its fresher, fuller flavor to make your spirits gain altitude quickly."

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**"Hangar flying"**—watching fellow student pilots take off and land, and criticizing their mistakes, is favorite and instructive pastime in 2-hour rest periods required between every 2 flight hours. Opportunity, too, for appeasing hearty air appetites—doughnuts and delicious, full-strength, full-bodied, heart-warming Chase & Sanborn Dated Drip Grind Coffee warm up the "human engines."





## STREAMLINER TO SLUMBERLAND

He boards an express train to the land of sleep when he snuggles into the downy comfort of a HANES Merrichild Sleeper.

Knit from the finest cotton, these cozy garments are as soft and cuddly as Mother's arms. Double-soled for extra wear. Flexible rubber buttons won't break if chewed. Soft, flat-locked seams won't irritate... and awaken baby.

Merrichild Sleepers are really wonderful values. As the makers of the nationally popular HANES Underwear for men and boys,

HANES is able to knit these quality sleepers for reasonable prices.

Study the scampering youngsters pictured below. They illustrate the wide variety of Merrichild styles. Made in pink and blue. Zipper, button and buttonless fronts. One-piece and two-piece suits. Some have elastic seats for self-training—others with button seats. Shop at your leading store—and save money. P. H. Hanes Knitting Company, Winston-Salem, North Carolina.

**89¢ to \$1.19**  
THE SUIT

One-piece button-front suit.



One-piece suit. Elastic seat for self-training.

**HANES**

**Merrichild**  
**SLEEPERS**

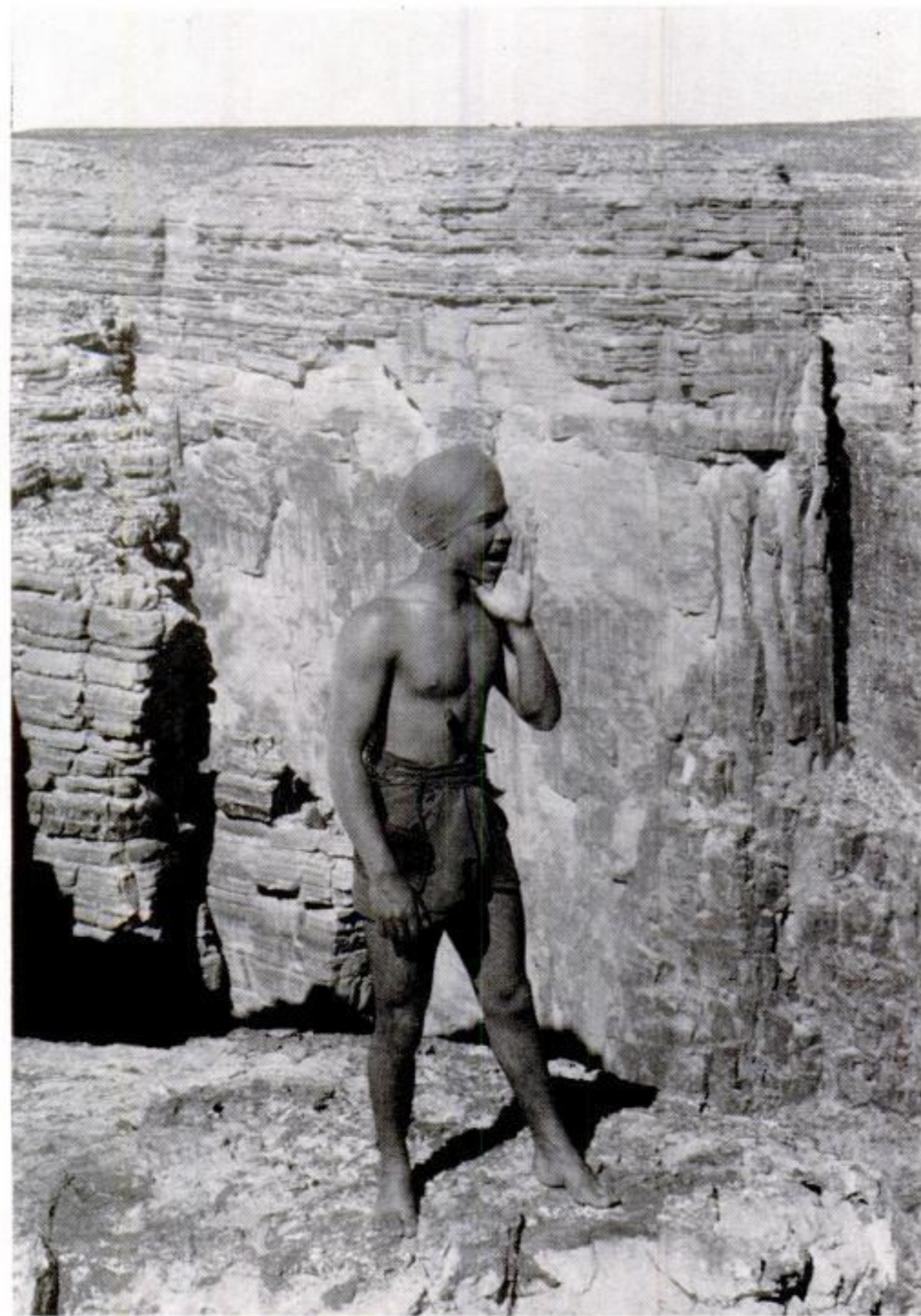
—FASHIONED BY THE MAKERS OF FAMOUS HANES UNDERWEAR FOR MEN AND BOYS

Two-piece suit.



One-piece button-back suit.

## "The Thief of Bagdad" (continued)



On rim of Little Colorado Canyon Sabu enacts a scene. Forty mules jogged \$40,000 worth of Technicolor equipment down Grand Canyon trail for other sequences.



Her first cowgirl suit is worn by English Starlet June Duprez while on location at Grand Canyon. Actors and cameras were lowered into the Canyon chasms by slings.





SMALL FRY OF COATESVILLE, PA. HAPPILY BOO, YOWL, CHEER AND THUMB NOSES AS REPUBLICAN CANDIDATE FOR PRESIDENT PASSES BY IN MOTORCADE ON OCT. 4

## BOOS AND TUMULT MUFFLE THE REAL ISSUES AS CAMPAIGN ENTERS ITS FINAL MONTH

On page 104 of this issue LIFE presents a reasoned statement of the Case Against Willkie, written by *New Republic* Editor Bruce Bliven as a companion piece to the Case Against Roosevelt, by New York Park Commissioner Robert Moses, which appears on page 105. It was to such debate as this, with a thoughtful decision by the electorate on the fateful issues of 1940, that patriots looked forward in the current Presidential campaign. But last week, as Republican Willkie pressed on with active campaigning while Democrat Roosevelt remained aloof in the White House, the prospect of genuine debate seemed dimmer and dimmer. Instead, what rose to meet and

muffle Willkie's arguments were boos (*above*), hisses, eggs, tomatoes, red herrings, and the crash and thunder of bombs and challenges from across both oceans.

Back & forth across the industrial Midland and East rolled the Republican candidate, doggedly hammering his points. In Detroit: cynicism in Government. In Cleveland: incompetent defense preparations, incautious foreign policy. In Pittsburgh: maladministration of National Labor Relations Board and Labor Department, declaration that worker and employer must rise and fall together. To these arguments last week's major Democratic answer was an assertion by New York's Governor Lehman, echoed

by the President himself in a White House press conference, that Hitler and Mussolini want Roosevelt defeated—therefore, by implication, a vote for Willkie is a vote for Hitler.

Cried Candidate Willkie to hecklers in the home precinct of Philadelphia's Democratic boss: "Boos don't hurt me. I can take a million boos and still be just as happy as I am now. The fellow it hurts is the fellow who does it. He no longer thinks. . . . If I can just keep the minds of American citizens open so they will listen to argument, keep their minds free so they won't be slaves to political bosses or to prejudice, to vague argument or to bunk, I shall be satisfied."





BETTY WILSON, 19, WAS STRUCK ON HEAD BY 5-LB. METAL WASTEBASKET TOSSED FROM WINDOW OF DETROIT'S BOOK-CADILLAC HOTEL JUST AFTER WILLKIE ENTERED

## WASTEBASKET, EGG, HITLER AND HAGUE ROIL THE ISSUES

N. Y. WORLD-TELEGRAM FROM ACME



ELLIOTT BUTTON

Publicly, the bitterness which welled up in the campaign last week was mostly against Willkie, although a notable outcry developed over the "royal family" appointment—three weeks before draft registration—of inexperienced Son Elliott Roosevelt, 30, to be a captain in the Army Air Corps Reserve, assigned to procurement. Buttons appeared with Elliott's picture and the phrase "I Want To Be A Captain Too" (above). Candidate Willkie and his Party, persistently if scatteringly booed and heckled as they rolled through midland factory districts, were the targets of eggs, tomatoes, a melon, a wastebasket, a stone. But Willkie steadily kept on talking, pleading with his audience to listen to both sides, weigh all arguments thoughtfully, go prayerfully to the polls on Nov. 5.



Doris LaRue, 31, an RFC stenographer, said she threw the wastebasket which hit Betty Wilson "in a spirit of fun."



A stone crashed through the window of a dining car on the Willkie Special soon after it left Grand Rapids, Mich. on the evening of Oct. 1. Flying glass cut a reporter's hands. Train conductor ordered the shades drawn on all cars.





MR. AND MRS. WILLKIE EXAMINE DAMAGE DONE BY EGG WHICH SPLATTERED HER AT PONTIAC, MICH.

THREE SCHOOLBOYS WERE SENTENCED TO BIRCHING FOR DEED



New York's Governor Lehman revived Henry Wallace's talk that Hitler wants Roosevelt defeated, was roundly rebuked by New York Times.

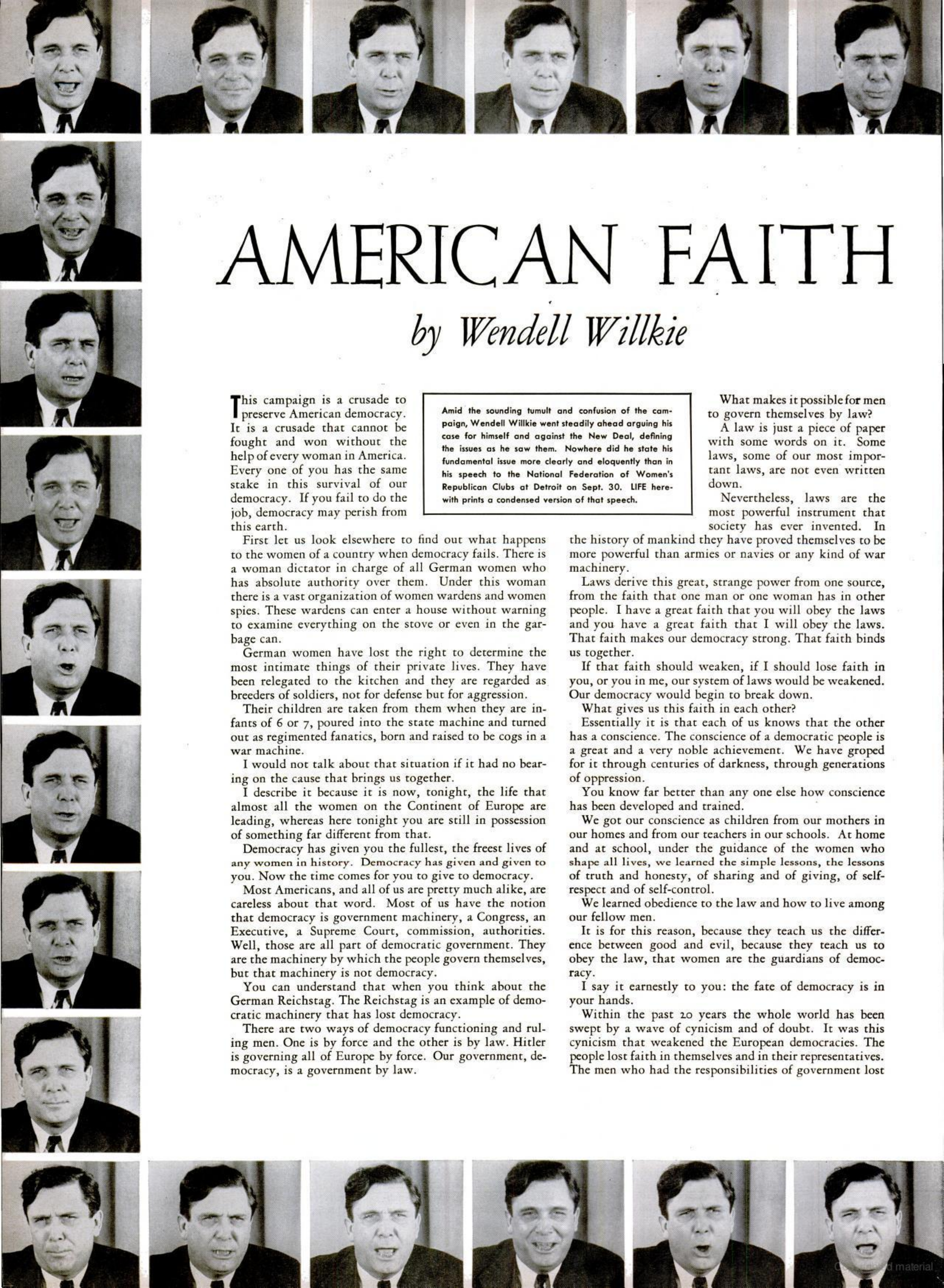


Jersey City's Boss Frank Hague tried to confuse the issue of Democratic bossism by calling a "loyalty" meeting to protest against the Republican Legislature's decree of voting machines for his Hudson County.



The Jersey citizens marched, but could not down sensation caused by the revelation that Hudson County's 1936-37 registration and poll books, wanted for legislative investigation, had been burned.





# AMERICAN FAITH

*by Wendell Willkie*

**T**his campaign is a crusade to preserve American democracy. It is a crusade that cannot be fought and won without the help of every woman in America. Every one of you has the same stake in this survival of our democracy. If you fail to do the job, democracy may perish from this earth.

First let us look elsewhere to find out what happens to the women of a country when democracy fails. There is a woman dictator in charge of all German women who has absolute authority over them. Under this woman there is a vast organization of women wardens and women spies. These wardens can enter a house without warning to examine everything on the stove or even in the garbage can.

German women have lost the right to determine the most intimate things of their private lives. They have been relegated to the kitchen and they are regarded as breeders of soldiers, not for defense but for aggression.

Their children are taken from them when they are infants of 6 or 7, poured into the state machine and turned out as regimented fanatics, born and raised to be cogs in a war machine.

I would not talk about that situation if it had no bearing on the cause that brings us together.

I describe it because it is now, tonight, the life that almost all the women on the Continent of Europe are leading, whereas here tonight you are still in possession of something far different from that.

Democracy has given you the fullest, the freest lives of any women in history. Democracy has given and given to you. Now the time comes for you to give to democracy.

Most Americans, and all of us are pretty much alike, are careless about that word. Most of us have the notion that democracy is government machinery, a Congress, an Executive, a Supreme Court, commission, authorities. Well, those are all part of democratic government. They are the machinery by which the people govern themselves, but that machinery is not democracy.

You can understand that when you think about the German Reichstag. The Reichstag is an example of democratic machinery that has lost democracy.

There are two ways of democracy functioning and ruling men. One is by force and the other is by law. Hitler is governing all of Europe by force. Our government, democracy, is a government by law.

Amid the sounding tumult and confusion of the campaign, Wendell Willkie went steadily ahead arguing his case for himself and against the New Deal, defining the issues as he saw them. Nowhere did he state his fundamental issue more clearly and eloquently than in his speech to the National Federation of Women's Republican Clubs at Detroit on Sept. 30. LIFE here-with prints a condensed version of that speech.

What makes it possible for men to govern themselves by law?

A law is just a piece of paper with some words on it. Some laws, some of our most important laws, are not even written down.

Nevertheless, laws are the most powerful instrument that society has ever invented. In

the history of mankind they have proved themselves to be more powerful than armies or navies or any kind of war machinery.

Laws derive this great, strange power from one source, from the faith that one man or one woman has in other people. I have a great faith that you will obey the laws and you have a great faith that I will obey the laws. That faith makes our democracy strong. That faith binds us together.

If that faith should weaken, if I should lose faith in you, or you in me, our system of laws would be weakened. Our democracy would begin to break down.

What gives us this faith in each other?

Essentially it is that each of us knows that the other has a conscience. The conscience of a democratic people is a great and a very noble achievement. We have groped for it through centuries of darkness, through generations of oppression.

You know far better than any one else how conscience has been developed and trained.

We got our conscience as children from our mothers in our homes and from our teachers in our schools. At home and at school, under the guidance of the women who shape all lives, we learned the simple lessons, the lessons of truth and honesty, of sharing and of giving, of self-respect and of self-control.

We learned obedience to the law and how to live among our fellow men.

It is for this reason, because they teach us the difference between good and evil, because they teach us to obey the law, that women are the guardians of democracy.

I say it earnestly to you: the fate of democracy is in your hands.

Within the past 20 years the whole world has been swept by a wave of cynicism and of doubt. It was this cynicism that weakened the European democracies. The people lost faith in themselves and in their representatives. The men who had the responsibilities of government lost





faith in the people. Under such circumstances the collapse of those democracies was inevitable.

When the test came to those democracies they were weakened and unprepared. They could not even produce the guns, the tanks and the airplanes that they needed.

We, too, in America, have become afflicted with cynicism.

I have observed a great tendency on the part of some people to sneer at the homely virtues that made our American life so abundant and so forceful. I have observed a tendency to dismiss the moral and spiritual standards of our American traditions. Some of our young people are inclined to tell us that those standards, in their own words, are the bunk.

You should be tense with anxiety about our youth. If they are cynical, if they are losing faith, our democracy is in the gravest of dangers. We can already see the beginnings of this. Thousands of our youth who have lost faith in other people have formed Communist groups and have received encouragement from very high places.

In every country whose dictatorship has begun from within a democracy, gangs of bewildered, disgruntled, disinherited youths have been the dictator's earliest and most vicious adherents. They contemplate a different kind of society, a society without liberty, because they have lost faith in the ability of men and women to use their liberty for each other's good.

I want to put this question to you. I put it to you for your own judgment. Has the faith of one man in another been fostered and developed by the present administration in Washington? Has this administration encouraged the faith that we must have to make democracy work? Has it shown any faith in us, in us, the people; in our ability to struggle and to make better lives for ourselves? I say it has not.

For almost eight years a little group of cynics, called the New Dealers, has been in control of this country, cynics whom we did not elect and who have no faith in us.

These men say to themselves: "We are the intelligentsia; we know what is good for the people. We know how to govern better than the people know how to govern. Let us therefore," so these cynics say, "coin some smart phrases, some pungent words like 'economic royalists' and 'the forgotten man.' These trick words will arouse the emotions of the people and attract their votes, and if only we can keep their votes we, the intelligentsia, can govern as we see fit."

It is because they do not trust us that those men have constantly sought more power for themselves and for the Chief Executive. It is because they do not trust us that almost every problem, every problem, is declared to be an emergency, and the excuse for the concentration of more and more power in a central authority, dominated by the Chief Executive, who is advised by them.

Seven years ago when this administration came into power our people were hungry and they were confused. They gave to the administration a confidence and a support which no administration in the history of this country has ever before enjoyed.

But today, instead of courage and hope, the New Deal preaches the doctrine of cowardice, confusion and despair. It has lost faith in the people. It is governing by fear. It

depends upon the corrupt political machines of Boss Kelly, Hague, Pendergast and Flynn.

It plays on the fears of the insecure by demanding the most of the unemployed. It pushes us ever closer and closer to war.

When Senator McNary and I are elected the first thing I shall do to help you in the task that lies ahead of you will be to clean house of those boys from government. I will clean out the cynics and the unbelievers, the nuts and the bunk artists.

My administration will be composed of people who believe in the American people.

Changing an administration does not mean changing the whole government. I will clean out the cynics. I will reduce the bureaucracy, but the backbone, the working force of our government, will remain just the same as it is. The Army will be there even though Mr. Roosevelt goes, and likewise the Navy in spite of him. All of the Civil Service employees who do the real work of government will remain.

I anticipate also retaining most of those men who are giving their services to the national defense program. I shall put them to better work by organizing them, by having confidence in them and by giving them some authority to act upon. I have confidence in that group of men and, incidentally, they have confidence in me.

Together we will get this industrial machine of ours going full blast for defense, for jobs, for prosperity. That will be the first task of the Republican administration in helping you. It will be the task of driving the cynics out.

My second step will be this. We will make jobs for the young men and women that are being trained in the ways of democracy. We cannot blame, we cannot blame our young people for losing faith in us when we, ourselves, have deprived them of the opportunity to earn a decent living and take a real share in our economic system.

That is the fault of the New Deal which has stunted the growth of American enterprise and has failed to make jobs.

We can and we will make jobs for our young people. I believe in America. I want you to believe in America. And I want you to teach our children to believe in America.

I want you to teach the simple beautiful principle in which our nation is grounded.

Gather your family together on our great national holidays. Read to your children the sacred words of the Declaration of Independence or the Gettysburg Address. They are the living creed of our American faith.

Teach them that way now. Teach them with the love for freedom and human dignity that is in all your hearts.

Consecrate yourself to the salvation of the nation, to devoted, faithful service. Fill every American home and every American schoolroom with the living spirit of American democracy, with belief in ourselves, with belief in one another, with belief in our country and its future.

Say with your children and think and mean it while you say it and live every word of this declaration of American faith:

I pledge allegiance to my flag  
And to the Republic for which it stands,  
One nation, indivisible,  
With liberty and justice for all.





# LIFE ON THE NEWSFRONTS OF THE WORLD

## Japan shouts war at the U. S. and the U. S. talks boldly back while dictators plot at Brenner Pass

Japan last week worked itself into perhaps the most dangerous position a nation has occupied in modern times. Its second-rate Army was already heavily involved in one war, with China. Its perpetual enemy, Soviet Russia, lay quietly waiting on its flank. Its people were close to exhaustion. Nevertheless its Fascist Premier, Prince Fumimaro Konoye, endeavored to make an enemy of the most powerful nation in the world with a statement amazingly bellicose for a head-of-state. Said he in Tokyo: "If the U. S. . . . persists in challenging [Japan, Germany and Italy] . . . there will be no other course open to it than to go to war."



MATSUOKA

Last week his foreign office spokesman told Japan: "The U. S. is taking step after step in the wrong direction which might precipitate it into the vortex of armed conflict." But the climax play was delivered by Matsuoka himself. In a copyrighted interview, Matsuoka was reported to have flatly promised that if the U. S. continues to demand the status quo in the Pacific, Japan will fight the U. S. To the dictator nations, this would mean that the U. S. had started the war. For the honest belief of the dictator nations' rulers is that Japan, Germany and Italy have a "right" to do what they want, that anybody who objects is "provoking war." This disarming concept gives them all an unbroken record of peacefulness, marred only by the ill will of others.

Japan is counting on two good reasons why the U. S. wants to avoid trouble now. One is the election. The other is the State Department's concern lest anything cut off the flow of war supplies to Britain. If the U. S. got into a fight—even a naval fight—there would be strong pressure to keep all war supplies at home. If Japan wanted an excuse to declare war against Britain in the hope of getting Hong Kong and Singapore cheap, it had it in Britain's announcement that on Oct. 17 it would reopen the Burma Road to war supplies for China.

**"We have never lost a war."** Boldly throwing back the word "war" at the glowering little men of Nippon (see above), U. S. Secretary of the Navy Frank Knox spoke out America's mind in a speech to the National Police Academy. "The recent military alliance of Japan, Germany and Italy is directed at us," said the Secretary. "Should Great Britain fail . . . we shall find ourselves surrounded by international brigands. . . . If a fight is forced upon us, we shall be ready for them. We have never lost a war yet."

**Brenner.** Under the autumn snows of the Brenner Pass between Germany and Italy, Hitler walked down a red carpet last week to Mussolini's parlor car. Behind drawn shades the two men talked. Three hours and 40 min. after Hitler's train had pulled in, it pulled out again. No newspaperman knew what the two men had said but everybody was willing to guess, having totally miscalled the last Axis conversations



FÜHRER AND DUCE AT BRENNER

over the Japanese alliance. The smartest guess was that Hitler had come to ask Mussolini for the all-out use of the Italian Navy to back up German planes and troops in a smash at Britain's Mediterranean Empire. This drive at Gibraltar or Egypt might be simultaneous with a Japanese declaration of war, aimed at Hong Kong and Singapore. The combination of the German Army and Air Force and the Italian Navy might well produce something in the Mediterranean, each having failed alone at its appointed tasks. A clue to what the U. S. Navy thought of Germany's next move was the recall of U. S. destroyers from European waters, for fear German bombers might mistake them for very similar U. S. destroyers given Great Britain. In their place the U. S. sent to Lisbon the Coast Guard cutter *Campbell*.

**New Men of War.** Though the fear of invasion had been largely lifted, London was still being hurt, not fatally but badly and continuously. Prime Minister Churchill and his wife saw some of the damage from a launch on the Thames (see picture). To better shelter the bombed, Churchill's Government named Admiral Sir Edward Evans ("Evans of the Broke"). To better fight the German planes, it moved out Air Chief Marshal Cyril Newall to the Governorship of New Zealand and gave his job to Sir Charles F. A. Portal.



BEVIN

In the Government itself, the last chapter of a sad story was written with the resignation of Neville Chamberlain. His contemporaries may have given him a far worse name than history will, but he had certainly overstayed his welcome. At the same time Prime Minister Churchill took into his War Cabinet the Laborite Ernest Bevin, Minister of Labor, Herbert Morrison, new Home Secretary, and, as a sop to the Conservatives, Sir Kingsley Wood of the Exchequer. A swarm of high-pressure businessmen such as Beaverbrook, Reith and Duncan were joining with Laborites to run Britain's war into its second winter.



CHURCHILL AND WIFE ON THAMES

**Butler Blurt.** Henry Wadsworth Longfellow Dana, safe in the New England calm of Craigie House (see page 99), had his memory jolted by news from Columbia University in New York City. In 1917, Columbia's President Nicholas Murray Butler blew up an academic hurricane by ousting Mr. Dana, a teacher at Columbia, for his extracurricular pacifism. Denounced for denying academic freedom, Dr. Butler weathered the storm.

Last week, 78-year-old President Butler called his faculty together, bluntly warned them to keep their mouths shut on opinions that might contradict the official opinions of the university on matters of war and defense. Defense was absolutely necessary, he said, and the enemies of Britain were "beasts." Over and above academic freedom, he said, comes "the right of the university to pursue its high ideals." Members of the faculty who disagreed with the university should get out. For students, he explained, "academic freedom has no meaning whatsoever."



BUTLER

Many people feared his remarks would stir up the same silly, useless suppression of free expression that harmed colleges during the last war. Others wondered—if students had no academic freedom and faculty was denied it—who constituted the university, who established its "high ideals."



NEWSOM & SON

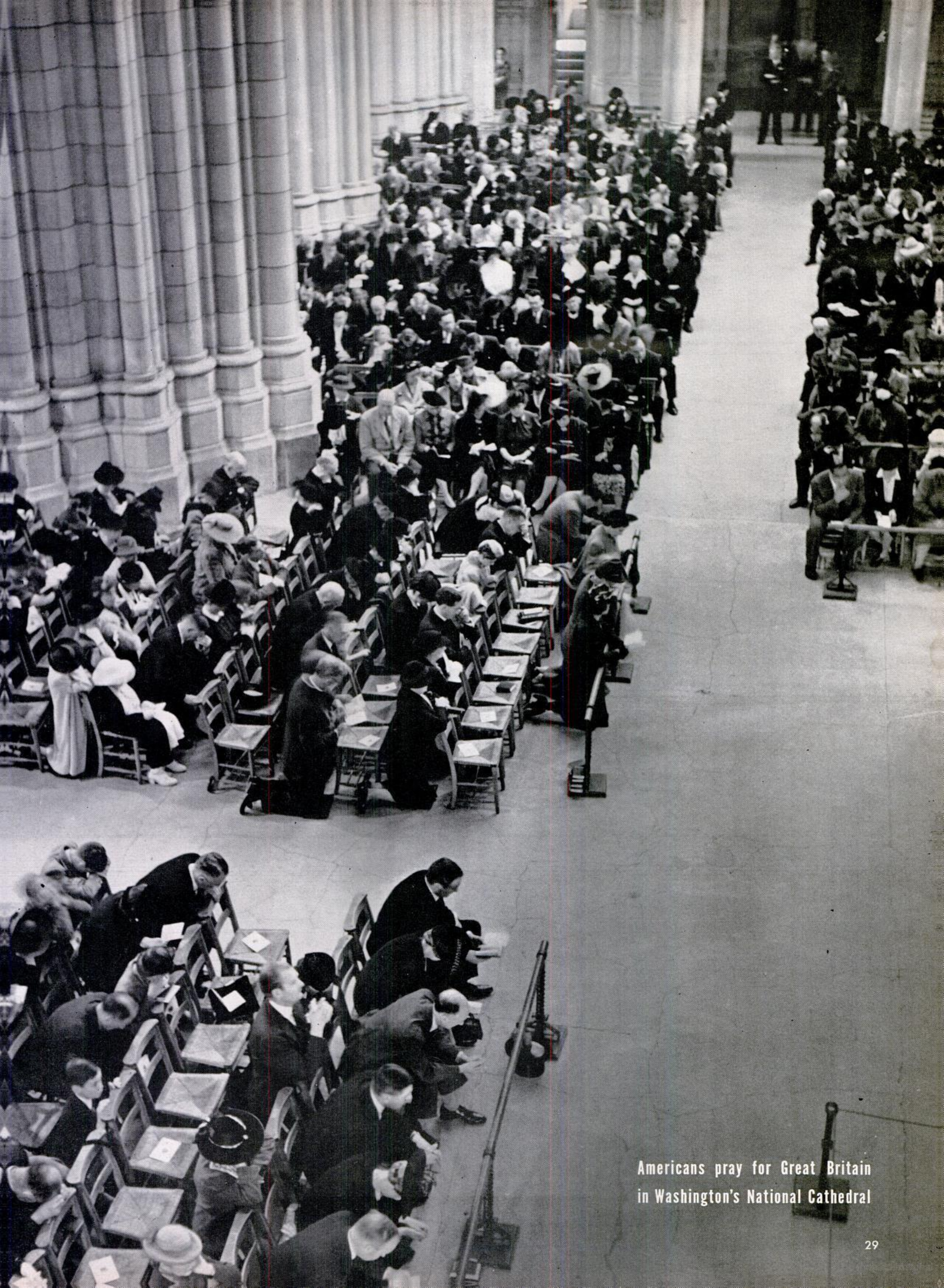
**Series Tragedy.** Up to this fall, Henry Quillam Buffkin Newsom, 68, had seen his son, fat Buck Newsom, pitch only one major league baseball game. When Detroit won the American League pennant, Mr. Newsom left Hartsville, S. C. to watch Buck pitch the opening World Series game against Cincinnati. Buck won. Mr.

Newsom's heart was filled with pride. Then quietly a few hours later his heart stopped. Mourning his father's death, Buck went back to his team which needed him badly for the Cincinnati Reds were putting up the best Series fight any National League team has made for years.

### PICTURE OF THE WEEK

In the Washington Cathedral on Sunday, Sept. 29, a congregation of 1,500 Government officials, diplomats and plain American citizens knelt in prayer for the people of Britain. Sitting in a front-row aisle seat (sixth from bottom in picture opposite), the British Ambassador, Lord Lothian, heard Bishop James E. Freeman, pray: "In this hour of their need, do Thou strengthen and sustain them. Guard and save them from the violence of their enemies. Ease their burdens, heal their wounds, calm their fears . . . and preserve to future generations the gifts and virtues of the British Empire." As the bishop's prayer ended, the congregation rose and the organ thundered: "God save the King."





Americans pray for Great Britain  
in Washington's National Cathedral



# LONDON LIVES UNDERGROUND

Life in London has now been pounded down to the underworld scene at right. It is a new kind of life for civilized people. Yet this is actually one of the best air-raid shelters in all London. It is a sub-basement of the big upper-class department store, Dickins & Jones, just off Regent Street. This part is open to the poor from nearby Soho and from as far away as Whitechapel. It is warm, ventilated and has fine sanitation facilities. A canteen serves tea for 2¢, cakes for 4¢. The lights go out at 10:30 p. m. and sleepers are waked in the morning. A line forms outside at 4 p. m. and is not let in, unless there is an air-raid alarm, until 7 p. m. Uncomfortable, unhealthy and degrading as this is, it is infinitely better than the underground life of most Londoners.

A third of London is now sleeping in some kind of mass shelter; another third in such home shelters as the tiny Anderson shelters; and the last third in their own beds. About 40% of the people never get more than four hours sleep. Men sleep better than women; children sleep better than either; parents sleep worst of all. The people have moved in, over Government protests, into subways (see pp. 32-33), tunnels, "nightmare arches," storage depots, underground catacombs such as Lambeth's famed Deep and the dockside underground warehouses. There they bring beds, candles, screens and stoves. Said one inhabitant: "You are overcome with the smell of humanity and dirt. At 8 o'clock people were beginning to cough and it lasted all night." Epidemics are a pressing fear. Under popular pressure the Government is hastening plans to enlarge and heat the shelters and provide better sanitation for the winter.



A PAPER AND A BRICK WALL ARE HIS RESTING PLACE











AT LONDON'S PICCADILLY CIRCUS STATION POOR PEOPLE LIE FIVE DEEP AGAINST THE WALL. THEY LEAVE ONLY A NARROW LANE BESIDE THE TRAIN FOR PASSENGERS

## THE POOR OF LONDON TRY TO FIND A NIGHT'S SLEEP BY "SEIZING THE SUBWAY"

Sad and shameful is the mass ruin of a city's way of life shown on these pages. Its first visible sign is the lust for sleep, so hard and dangerous to get under the hail of German bombs.

The luckiest citizens find sleep in shelters (*see opposite page*). But many other Londoners have moved down into the subways against the will of the Government. The poor of the East End ride westward to where the London subways dip to a depth of 150 ft. underground. There they lie down on the platforms, the escalators, the stairs, at Piccadilly, Leicester Square,

Holborn, Covent Garden, the Bank of England station, about 120,000 of them. Poor young mothers who desperately want a place of safety for their babies come with the wise and weary old people. They lie, sit and recline on the cold, damp stone until morning.

The stench is abominable; the sight dreary and appalling. The trains roar in with a gust of stale air. There is no drinking water to be had and only two washrooms to a station. But when the Communists tried to exploit the "seizure of the subways" among these uncomfortable people, they met with flat failure.

THE ESCALATORS IN THIS LONDON SUBWAY HAVE STOPPED FOR THE NIGHT WHEREUPON THE BOMB-WEARY USE THEM FOR A BED UNDER BLAZING NIGHT LIGHTS







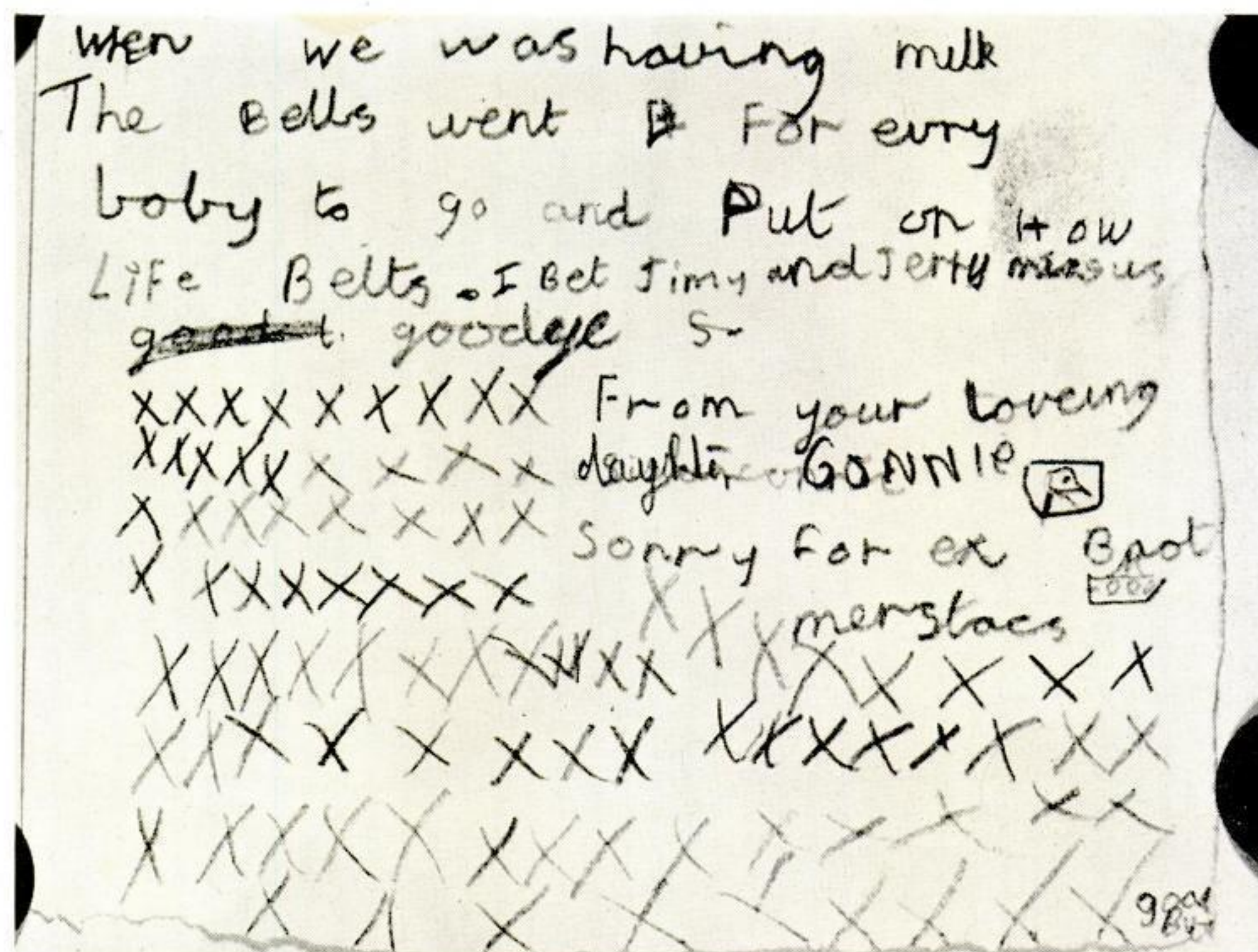




Grimmond family, bereft of five children who were killed by a German torpedo, stands around what is left of the Grim-

mond house after a German bomb landed on it. Mr. Grimmond is a laborer. With angry impotence he wanted to re-

venge himself personally on Nazis. But when he went to enlist he was judged too old for anything but Home Defense.



A letter from Constance to her parents was written just before the *City of Benares* sailed. Constance was 10 years

old and couldn't think of much to write. She told about the drill and then filled out her letter with childish kisses.

## THE NAZIS STRIKE TWICE AT THE GRIMMOND FAMILY

J. E. Grimmond had a house on Lilford Road in J. Camberwell, London. He lived there with his wife and twelve children until one Saturday in September when a German bomb dropped on the house, left it meaningless rubble. The Grimmonds were safe in their Anderson shelter and Mr. Grimmond's worry when they got out was that his children's new clothes were ruined. The clothes were for five children who were being evacuated to Canada. The authorities said not to worry, they would provide other clothes.

Sure enough the authorities did and when the five children were on the boat, Violet wrote her mother and said that they had been given clothes. The Grimmonds felt better about it and relieved that some of the children were getting out of danger.

The ship the five Grimmonds were on was the *City of Benares*. A few hundred miles off Scotland, a German submarine sniffed it out, skulked after it through the rough seas. When it got near, it launched a torpedo and the *City of Benares* went down. Nineteen of the 98 children aboard were rescued. But the Grimmonds were not among them. Somewhere in the cold ocean were the lifeless bodies of Augusta, 13, Violet, 11, Constance, 10, Edward, 8 and Leonard, 5.





PARTNERS EXTEND ARMS TO PRETEND THEY ARE A BOMBER



THE BOMBER BANKS AROUND AS IT SETS OUT ON MISSION



"PLOTING THE COURSE" THE COUPLE ZOOMS AROUND



"BOMBING THE TARGET" THE DANCERS SLAP THEIR KNEES



"BOMB IS RELEASED" AND DANCERS CLAP THEIR HANDS



"BOMB DROPS," DANCERS POINT DOWN, STOP EARS

## PROVINCES MOCK GERMAN BOMBERS WITH NEW DANCE

Catastrophes like that which was visited on J. E. Grimmond (*opposite page*) have dimmed the gaiety of London. Night life in the metropolis has vanished to such an extent that the petty crooks of the metropolis have disappeared too. Recently the Bow Street Court sat and found not a single complaint before it, a record for rectitude not known in that famous court since 1879.

But the provinces are still full of fun. Most amazing example of the British spirit of mockery is a dance called the Bomber Parade which is now the rage of Nottingham. A simple dance, it makes fun of Göring's dread Luftwaffe. While the dancers prance around making believe they are German bombing planes (*see above*), the orchestra plays a song whose lines, written by a man now in an anti-aircraft unit, go:

*When the sirens are sounding,  
We are never afraid;  
We just keep on dancing  
The Bomber Parade. . . .  
We don't hurry away  
When the Dorniers zoom,  
We just make a noise like them—  
Whooooooooo . . . . . Boom!*



Mass lesson in the art of dancing the Bomber Parade is given in the Victoria Ballroom, Nottingham, by Barry Lycett

and Leila Bonser who composed the dance. Here the pupils are being taught the third movement or "plotting the course."



## SOLDIERS OF LATIN AMERICA JOIN U. S. ARMY IN STUDY OF HEMISPHERE DEFENSE



In Washington, Oct. 1, high-ranking officers of nine Latin-American nations began a two-weeks' tour of this country's defenses as guests of the U. S. Army. Purpose of the trip was twofold: 1) to show goodwill toward soldiers whom the

U. S. sincerely wants as allies, 2) to impress any pro-Axis waverers with U. S. military might. At the White House, President Roosevelt told them: "We all have one common problem and that is the defense of the Americas. We have

an expression . . . 'one for all and all for one.' " Later they went to the Pan-American Building, ate lunch, looked on gravely while Dr. L. S. Rowe, head of the Pan-American Union, showed them a relief map of Latin America (above).

## NEW FRENCH AMBASSADOR PONDER'S VICHY'S PLIGHT AT CHARITY PARTY IN MANHATTAN

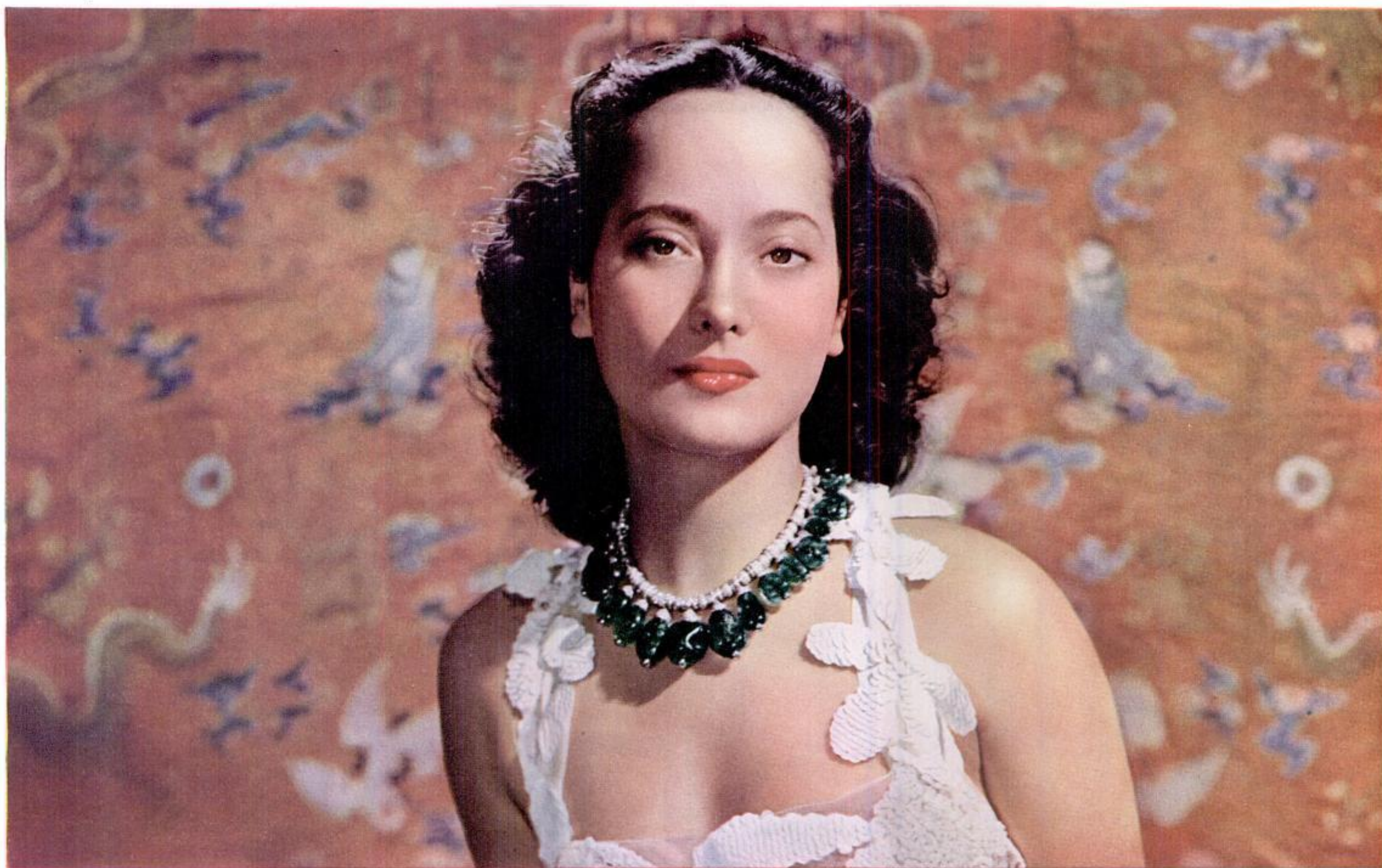


In New York City on Oct. 1, socialites attended a party held for Funds for France, Inc., a Quaker organization. Most notable guest was France's new Ambassador Gaston Henri-Haye (left), who came on invitation of his friend, Mrs. Har-

rison Williams (right). Amid the fun, M. Henri-Haye's face often assumed an expression of concern. Earlier that day he had tried unsuccessfully to sell the President on Vichy's strange plan for fortifying Martinique. He was vexed too

by a U. S. request that Vichy return the 100 American-built warplanes held at Martinique since France's fall. Outside the night club, Anglophile pickets denounced the Franco-philosophers inside for wishing to breach the British blockade.





**Merle Oberon**, lovely star of many outstanding English and American films, has news for you:

"I've just seen a whole table set with 1847 Rogers Bros. lovely silverware pattern, 'First Love.' It's . . . superb!

"You know how rich certain handmade, deep-etched sterling silver looks? Well, it has that deep-cut richness. Yet simplicity, too.

"Every piece I picked up and examined bore out my first impression—'Here's the loveliest silver pattern created in many a day!'

"The old silversmiths would have been proud to put their mark on it. So it's no wonder that today's proudest silverplate makers adorn each and every piece with their year-mark, 1847.

"You'll love 'First Love'!"

## "I've had a thrilling experience" says Merle Oberon



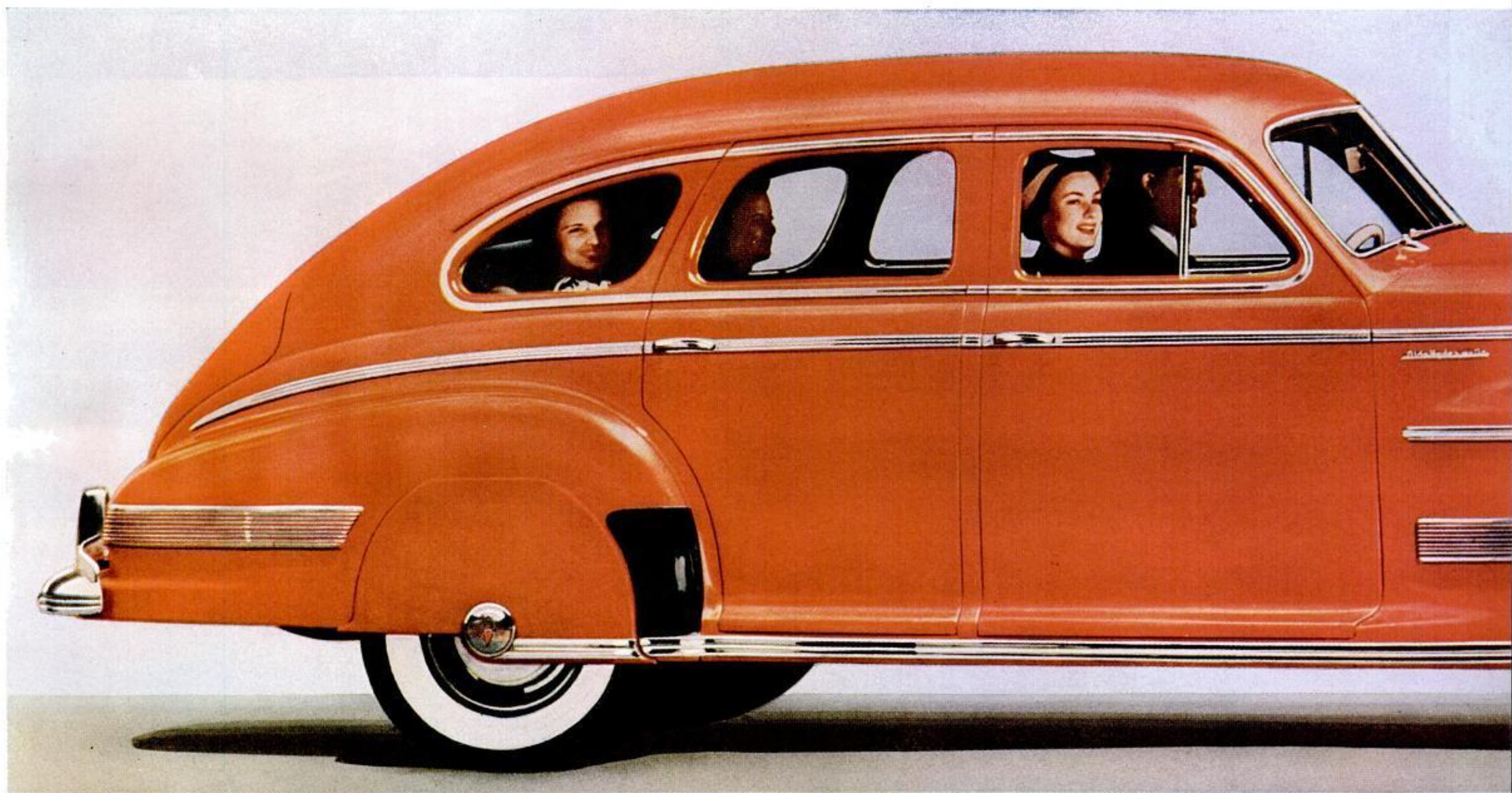
It upset all precedents—1847 Rogers Bros.' "First Love." To make it, required new skills, new inventions. For never before had silverplate been so deeply etched, so high-raised in its motif. "First Love" truly has the look of sterling. See it at your 1847 Rogers Bros. dealer. Learn

how sets or open-stock pieces in this or any 1847 Rogers Bros. pattern may now be had at the lowest prices in years—and on easy terms. See for yourself that each lovely piece bears the proud year-mark 1847. International Silver Company, Meriden, Conn.

● **TUNE IN EVERY SUNDAY**—Leading dramatic stars in "THE SILVER THEATER." 6 P.M., E.S.T.; 5 P.M., C.S.T.; 4 P.M., M.S.T.; 3 P.M., P.S.T. Coast-to-coast Columbia network.



# *The Car That* It's **OLDS**



NEW DYNAMIC CRUISER (shown in red) 125-inch wheel-base. Two body types. Six or eight-cylinder power. Popular price.

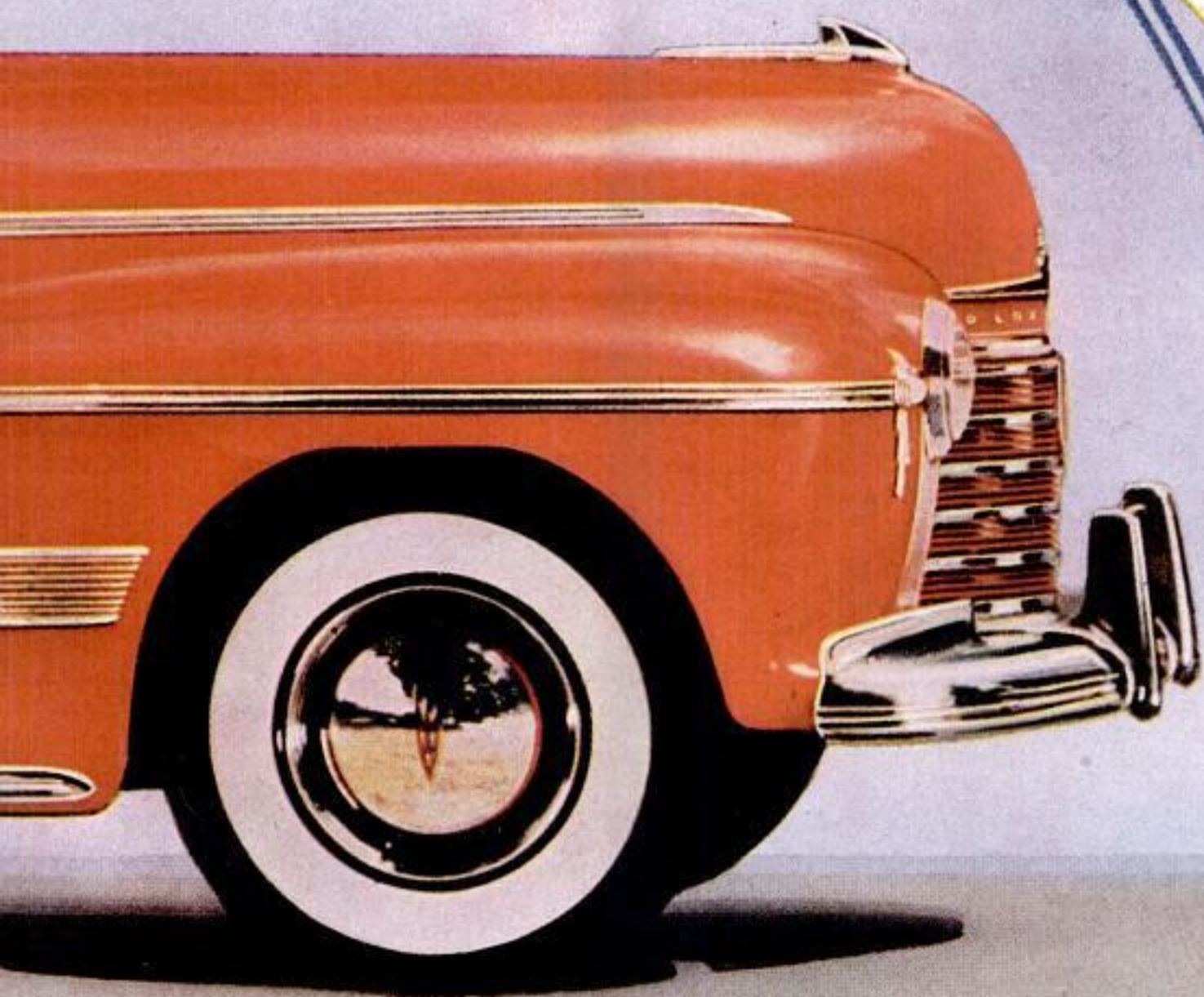
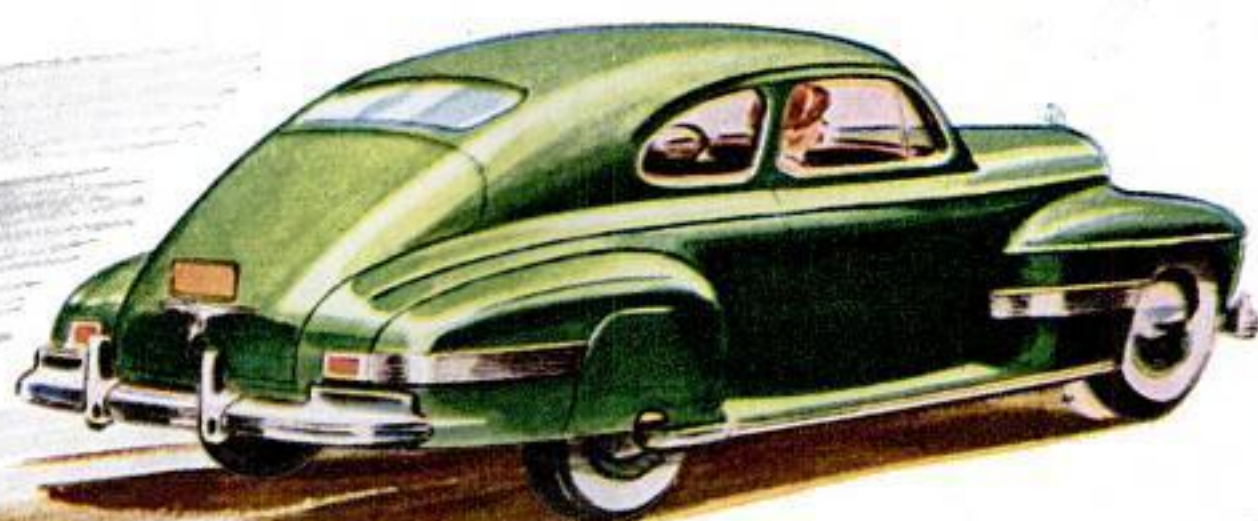
NEW CUSTOM CRUISER (shown in blue) 125-inch wheel-base. Four body types. Six or eight-cylinder power. Medium price.

NEW OLDS SPECIAL (shown in yellow) 119-inch wheel-base. Six body types. Six or eight-cylinder power. Low price.

## THE CAR THAT HAS EVERYTH



# Lead! MOBILE!



**STYLED TO LEAD**

**BUILT TO LAST**

**6 NEW LINES  
3 SIXES  
3 EIGHTS FOR '41**

**ALL offering  
HYDRA-MATIC  
DRIVE**

**NEWEST and newsiest** of all the new cars for 1941 is the beautiful big new Oldsmobile! **NEW wider choice of cars!**—the biggest, broadest line in Oldsmobile history. **NEW ultra-modern Style!**—stunning new front ends, new wing-type fenders, massive new dreadnaught-design bumpers. **NEW ultra-modern fisher bodies!**—three distinct types of advanced streamlining, a style for every taste. **NEW imposing length and bigness!**—longer wheelbases, wider rear treads, wider rear seats, roomier interiors. **NEW bigger higher-powered engines!**—the Econo-Master Six stepped up

to 100 Horsepower, the Straight Eight again 110 Horsepower. **NEW interior luxury and richness!**—finer upholstery, appointments and conveniences. **NEW innovations and special features!**—including the last word in ventilating and heating systems (available at extra cost)—Oldsmobile's sensational and exclusive "Condition-Air." And with all these new advancements, scores of *proved* Oldsmobile features, such as modern coil springs all around, that are still **NEWS** to millions. The car to see first for '41 is "the car ahead"—it's Oldsmobile, now on nation-wide display!



**NO CLUTCH  
NO SHIFT!**

Crowning all Oldsmobile advancements for 1941 is Hydra-Matic Drive—Olds' exclusive combination of fluid coupling and completely automatic transmission. With *no clutch* and *no shift*, it simplifies driving, steps up performance, saves gas. It's optional at extra cost. Try it now!

**ING Modern!**



**IF YOU ARE NOT GETTING ALL THE FINE  
COFFEE FLAVOR YOU PAY FOR—**



**THEN BUY CUSTOM GROUND\* A&P COFFEE—  
ENJOYED BY EVERY 7<sup>th</sup> U.S. FAMILY**

**READ THESE FACTS . . . LEARN WHY CUSTOM GROUND  
COFFEE GIVES YOU ALL THE FLAVOR YOU PAY FOR!**



Remember these two facts: (1)  
A&P Coffee is sold in the bean,  
because that's where Nature  
seals all the fine flavor for you.

(2) A&P Coffee beans are *custom ground* when  
you purchase, exactly right for your own coffee  
pot, because the different types of coffee pots  
hold hot water in contact with  
ground coffee for different  
lengths of time and the grind  
has to be regulated accordingly.



Thus to get full rich flavor in  
your cup, have your A&P Coffee  
ground *coarse* for regular pot,  
*medium* for percolator, *fine* for  
drip pot, *extra fine* for vacuum  
pot. So, for coffee of magnificent flavor—remember



to buy A&P Coffee today.  
\*CUSTOM GROUND coffee is A&P  
Coffee correctly ground for your  
coffee pot by the special mill in  
your A&P Food Store.

**SOLD AT ALL A&P FOOD STORES AND SUPER MARKETS**

**NO OTHER COFFEE OFFERS YOU  
ALL OF THESE ADVANTAGES**

- Coffee that's the pick of plantations. • Selected and bought by A&P's own resident experts in South America.
- Roasted to flavor peak in A&P's exclusive flavor control roasters. • Sold in the flavor-sealed bean in A&P stores.
- Custom Ground when you buy . . . exactly right for *your* coffee pot, to bring out all the magnificent flavor.

**A&P COFFEE IS A LUXURY  
EVERY HOME CAN AFFORD**

**NOW—YOU CAN BUY AMERICA'S  
MOST POPULAR COFFEE AT THE  
LOWEST PRICE IN HISTORY**





# FAN TACKLES MICHIGAN'S HARMON ON TOUCHDOWN RUN

In Berkeley's Memorial Stadium, Sept. 28, the Michigan football team was giving California a 41-0 shellacking. By the start of the second period Tom Harmon, Michigan's great halfback, had twice run the length of the field for touchdowns. Suddenly, he broke loose again. Down the field he ran, no California player near him. In the stands 35,000 fans screamed for somebody to tackle him. At this dramatic moment, out from the end zone poured a rotund, bald-headed California fan. He would tackle Harmon. He would do what his team couldn't do.

Near the goal line they met. The fan grabbed Harmon's leg, held on for a breathless second. Then, while the stadium rocked with laughter, he lost his grip, fell on the turf. Across the line raced Harmon.

Twelve years ago Harold Brennan was in his glory. Then he was an all-San Francisco end on the Fremont High School team. Today, in moments of elation, he thinks he is as good a player as ever. After the game, when he had been released by the police, he told his story: "We watched that guy Harmon

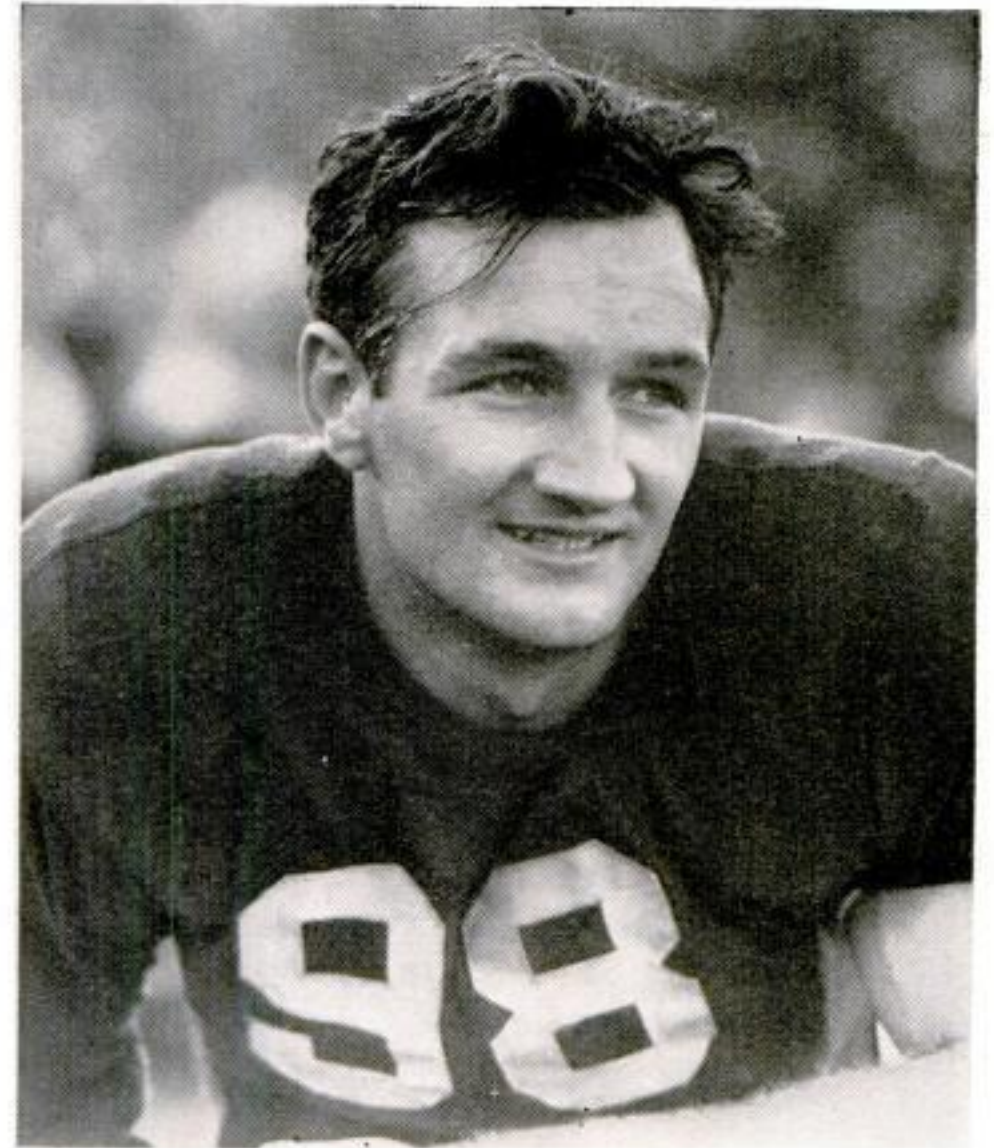
make donkeys out of the whole Calif. team on that first kick-off. Well, I told my pals, that could have been an accident. Any bum can run back a kick-off 94 yd. But it better not happen again.

"A little later Harmon does the same thing. So I says to my pals, boys, if that guy does that just once more, I'm going out there myself and tackle him.

"And I'm not long waiting either. It comes in the second quarter and I see that guy Harmon break over end. Well that's a sucker play for an old end like myself. So, I says to my pals, here goes, and I leap over the gate and dash out on the field.

"Harmon is coming like hell and the Calif. safety man has turned his back. There's only one human being in the whole stadium who can possibly touch him. That's me. I left my feet and hauled him down just as he crossed the goal line. Well, I almost did.

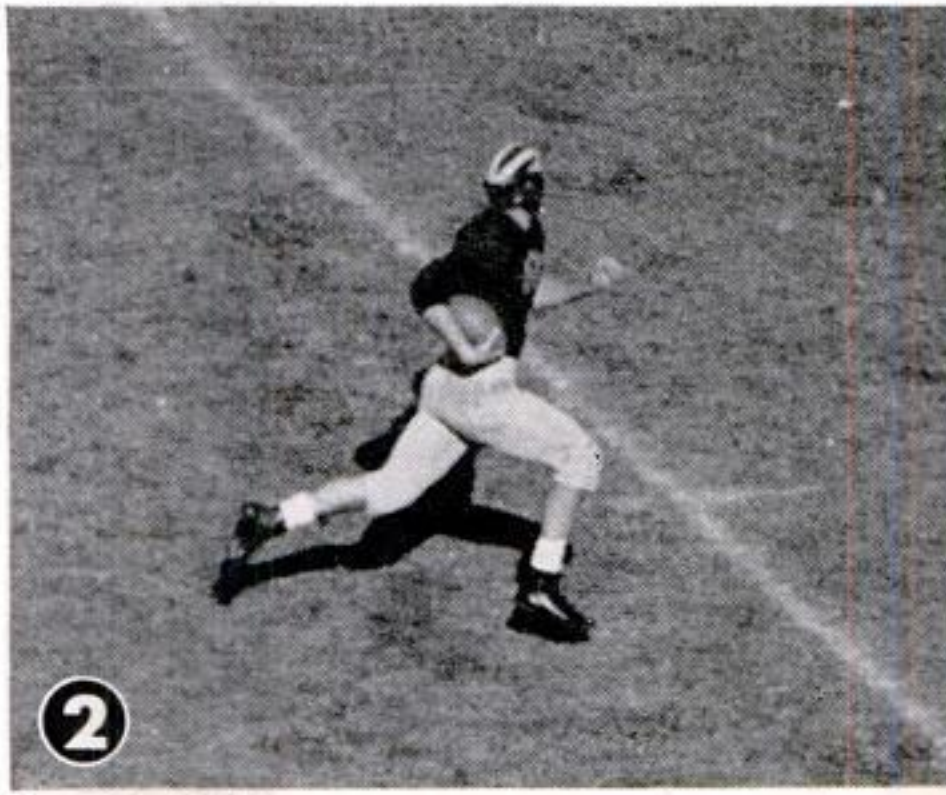
"The kid looks at me kinda funny and says, what the hell do you think you're doing? And I says I'm tackling you. The next thing I know two men have got me by the neck and doggone if it isn't two cops."



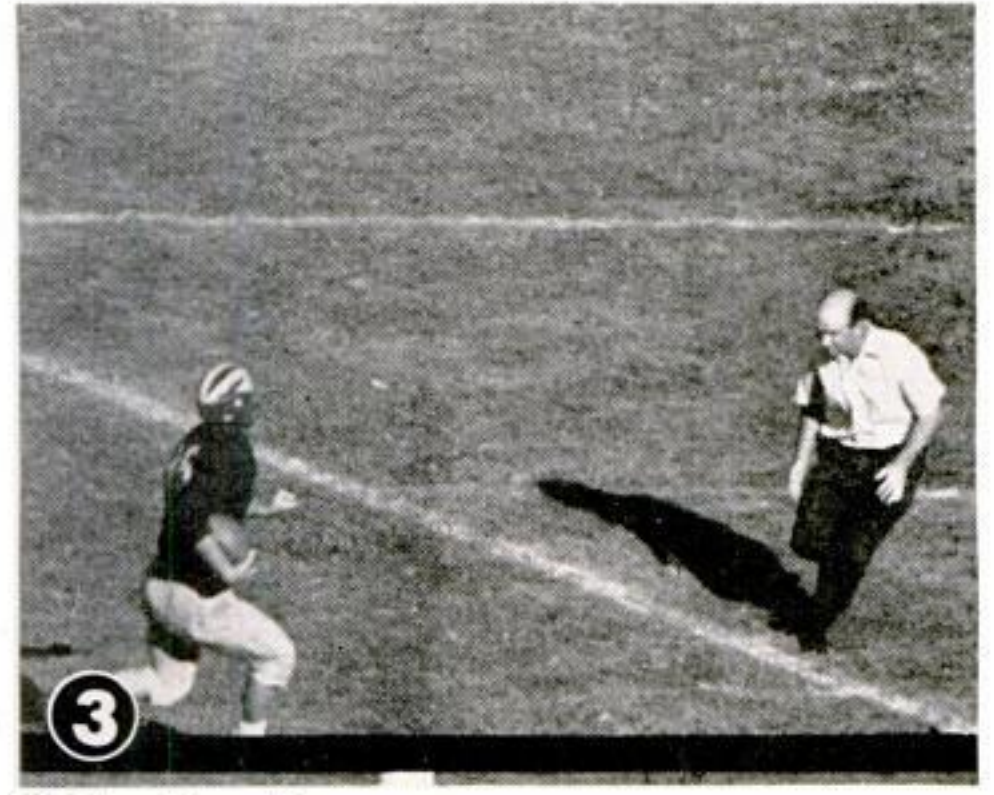
TOM HARMON IS 21, HAS BEEN ALL-AMERICAN TWICE



**1** Harmon breaks into the clear and picks up a Michigan interferer as two California players vainly try to grab him.



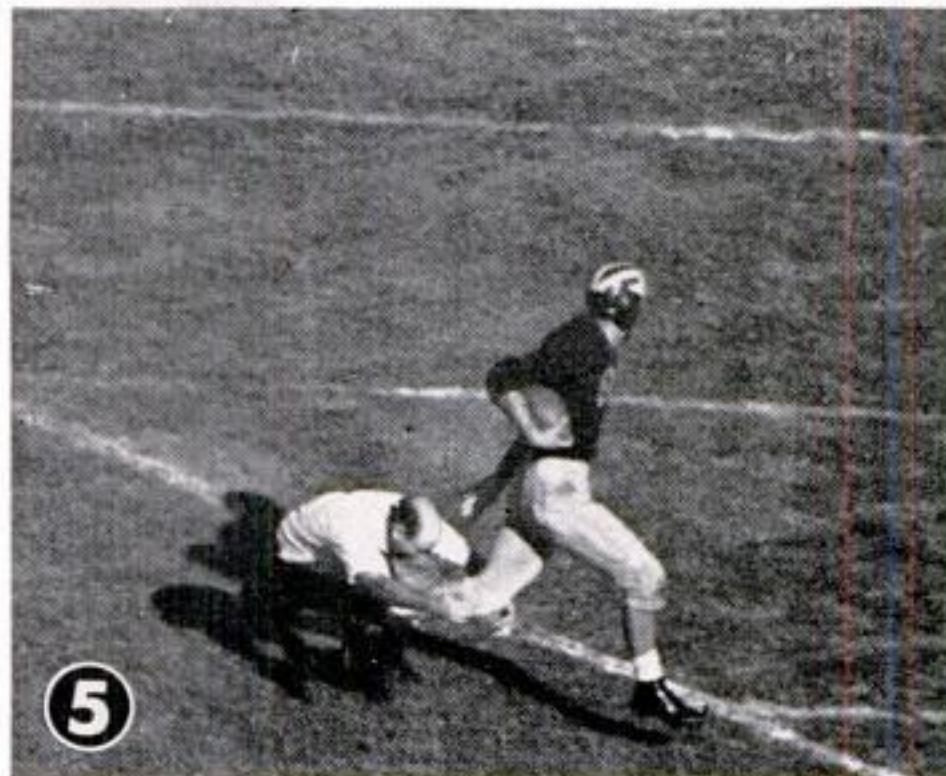
**2** Down the field he races with long, space-covering strides. Harmon is very fast, can do the 100 yd. in less than 10 sec.



**3** Out from the end zone comes Harold Brennan. Like an old football player he watches which way Harmon will dodge.



**4** Brennan clumsily paws for Harmon's legs, as Tom stiff-arms him hard in the head and cuts sharply off to the right.



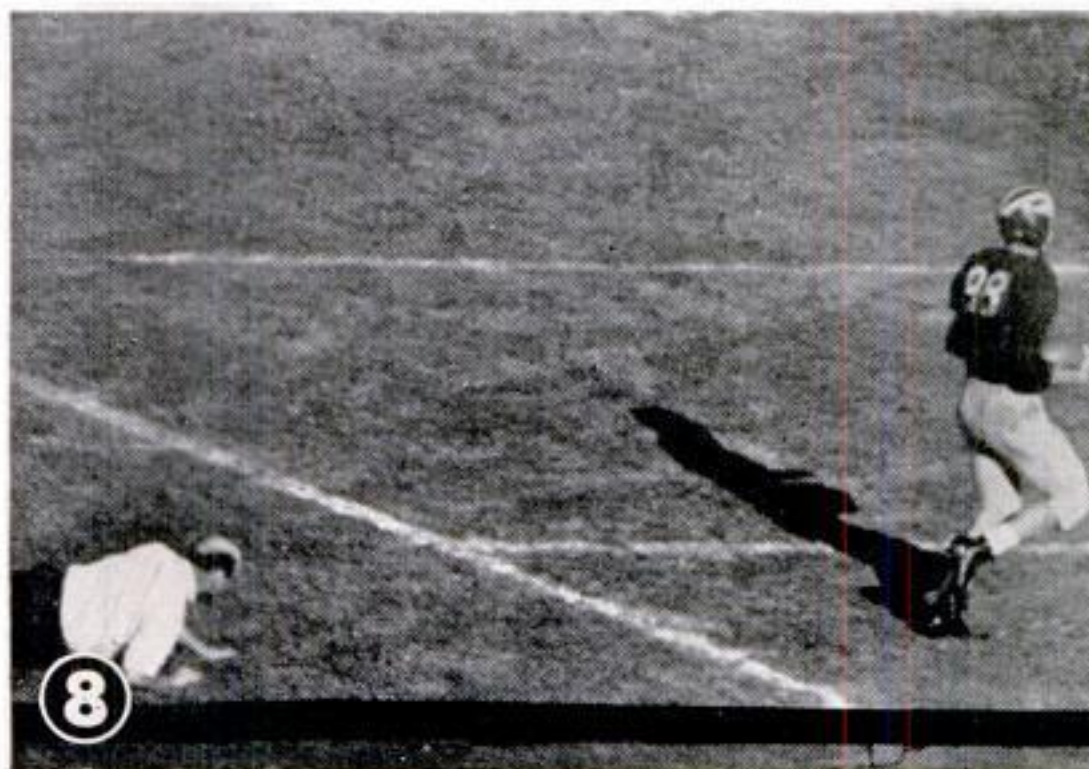
**5** Grabbing one of Harmon's legs, Brennan frantically attempts to hold on while Harmon strides on over the goal line.



**6** Off goes Brennan's grip as Tom's strength and speed prove too much for the former player, now a commercial artist.



**7** Over the line coasts Harmon while Brennan sinks down on the turf, miserably musing over his failure to make a tackle.

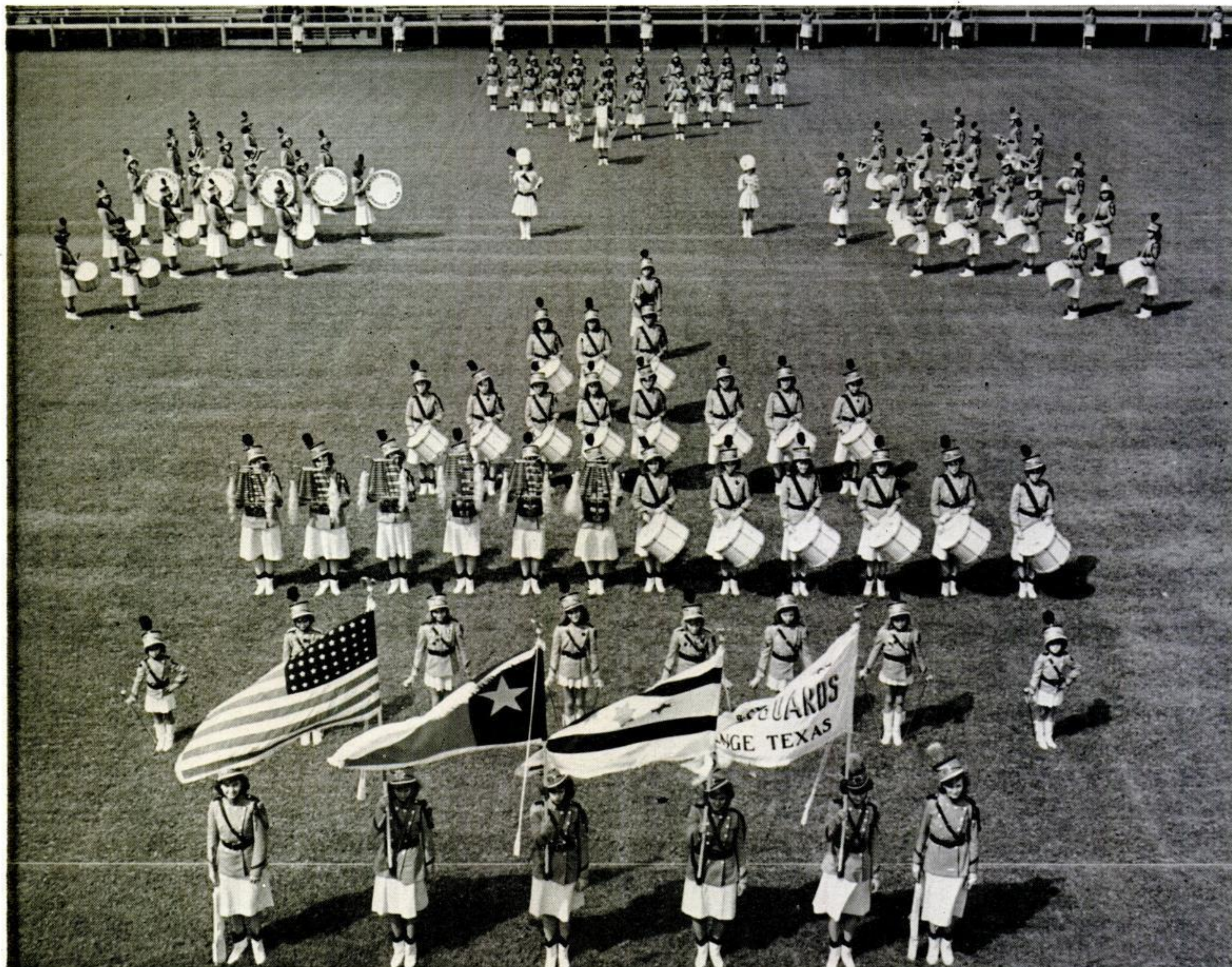


**8** "I'm glad I did it," said Brennan later. "Anyway, when the Michigan guys go home, they can't tell folks nobody tackled Harmon. I did."



**9** Two friendly policemen conduct Brennan off to the police station. There he quickly quieted down.





BENGAL GUARDS LINE UP: IN FRONT THE COLOR GUARD; NEXT, THE BATON TWIRLERS; NEXT, MUSICIANS; CENTER, SENIOR DRUM MAJORS; ALONG FENCE, ATTENDANTS



Two little drum majorettes, Cecil Marie Moses and Helen McDonald, prance down the field. They can twirl batons, turn cartwheels. Their uniforms, hats and boots cost a pretty penny.

## THE PRIDE AND JOY OF ORANGE, TEXAS IS THE WONDERFUL GIRLS' SCHOOL BAND



LUTCHER STARK

When the football season opens, thousands of drum beaters, trumpet blowers and fife tootlers who play in school and college bands have their real moments of glory. Between halves they take over football fields to strut, play, march around in involved maneuvers. Intense rivalry has developed dozens of fine school bands. None is more wonderful than the one in Orange, Texas.

The Orange school band is the creation of Mr. Lutch Stark who inherited a lumber fortune and spends a lot of it now on the band. The school has a boys' band of 100 pieces but Orange's pride and Lutch Stark's joy is the girls' band, the "Bengal Guards." It has 144 girls in it including a color guard, three drum majors, seven baton twirlers and 20 flag swingers. Mr. Stark organized it, buys uniforms for it, provides expensive instruments (e.g., a \$400 guitar). He took it to a Chicago band festival last summer and it was a sensation. He makes the players keep up in their studies, behave themselves, practice eleven months a year. When they graduate he gives them a \$50 scholarship for college. While in the band he gives them medical attention and crams them with vitamins. "Why last year," he beams, "I put 3,000 lb. on my corps."

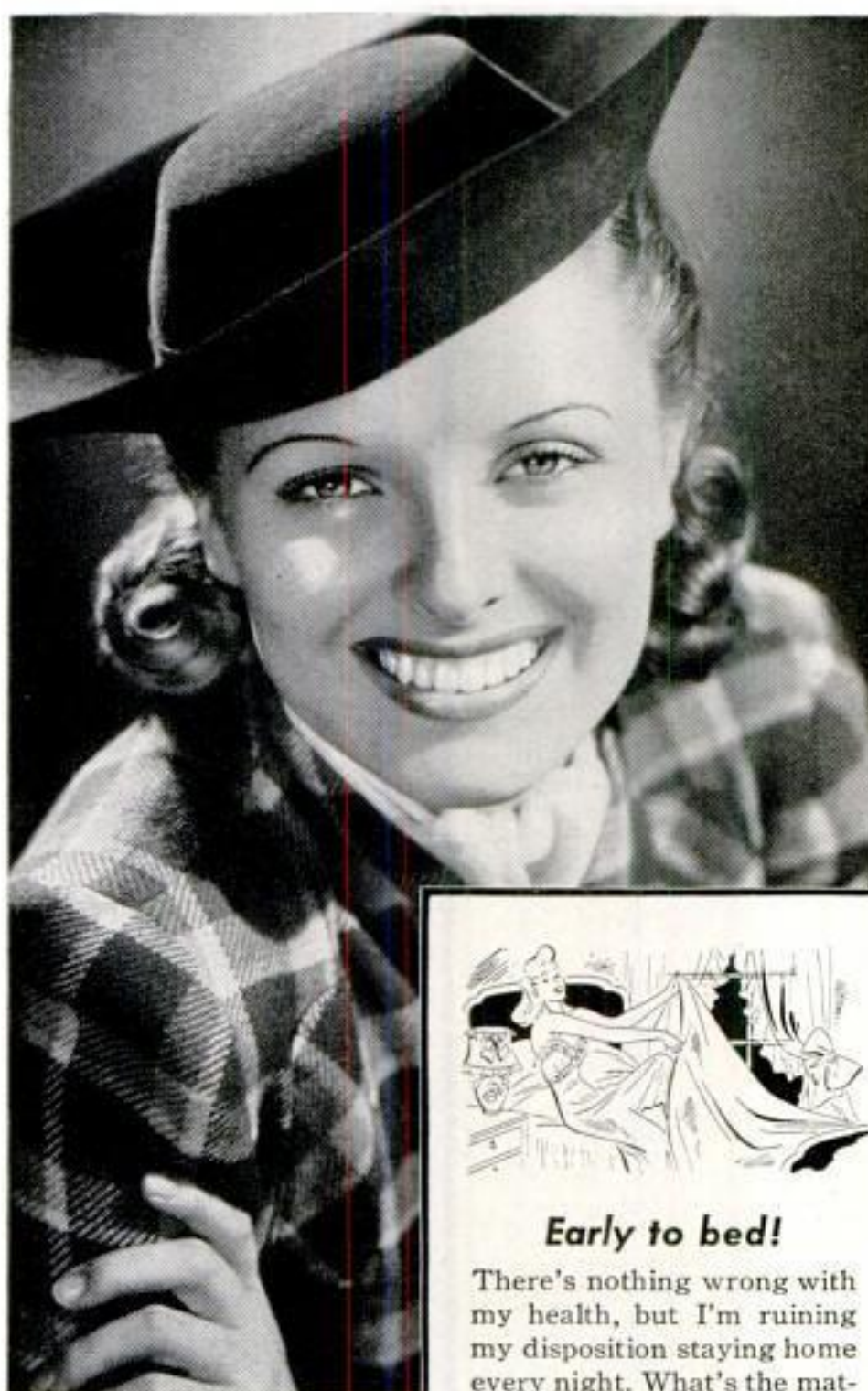




Champion baton twirler is Patsy Ruth Levingston, who won the regional title in contest at Waco, Texas last year. Only 12 years old, she can keep three twirling at once.

CONTINUED ON NEXT PAGE

# I'm not wealthy, but I'm healthy and wise ... and Headed for Happiness!



Sometimes it's a break to be broke! At least it taught me what a big bargain Pepsodent Anti-septic is... how it lasts 3 times as long... gives 3 times the safe breath protection.



### Early to bed!

There's nothing wrong with my health, but I'm ruining my disposition staying home every night. What's the matter with me that there's a lifetime between dates?



### Early to rise!

Slave to an alarm clock... just to outsmart the wolf at the door. I found a new way to score a victory over Mr. Wolf!... Pepsodent Antiseptic... biggest bargain of my life!

## Lucky I found a bargain... It made me *Lucky in Love!*

The enticement of a Spring-fresh breath stirs romance. It assures the confidence so necessary in those critical close-ups.

Keep your breath always sweet. It means so much to you... and to others. Take no chance that you'll miss out on romance by a breath!

Thrifty to use, Pepsodent Antiseptic curbs unpleasant breath effectively, and is still antiseptic even when diluted with two parts of water. Thus, it gives 3 times the safe breath protection because it lasts 3 times as long. Use it morning and evening for just a few minutes to keep breath fresh and pure. Get a bottle today!



# Pepsodent

ANTISEPTIC

*Your "Breath Insurance"*



=



THIS MUCH  
Pepsodent  
Antiseptic when  
mixed with two  
parts of water

EQUALS  
3 TIMES  
AS MUCH!





**Its  
ONE BLADE  
STAYS SHARP ... year after year!**

Rolls is the finest Safety Razor ever made. And it is the only razor that will actually pay for itself many times during years of service. Rolls has a single blade—a shorter, handier, completely safe version of a master-barber's razor. It's made of genuine, hand-forged, hollow-ground Sheffield steel! A few strokes on the semi-automatic strop or hone (inside its own case) restores it promptly to "first day" sharpness shave after shave. Decide now to invest in a genuine, British-made Rolls Razor and enjoy a lifetime of shaving pleasure. End blade buying forever. Your dealer will gladly give you a demonstration. See him today.

**\$10 and up. Shaving bowl, \$1. Soap refill, 60¢.**  
Write for free descriptive folder L104.

# ROLLS RAZOR

ROLLS RAZOR, Inc.—Sales & Service—342 MADISON AVE., NEW YORK CITY

## GRANDMOTHER enjoyed *Her Lester Piano*



Continuously, for over a half century, Lester Pianos have found their way into the hearts and homes of our Nation. Today, more than ever, Lester quality assures a lifetime of sparkling performance and more important — absolute dependability.

LESTER PIANOS ARE SOLD BY LEADING DEALERS EVERYWHERE. 20 BEAUTIFUL STYLES

EST.  1888

**HERE ARE ALL THE ANSWERS**  
Our fully illustrated brochure 'Harmony at Home' completely covers the piano subject, even to interior decoration. Practical, informative and helpful. Mail the coupon below for your copy.

LESTER PIANO MFG. CO., Inc., LESTER, PENNA.  
Please send me your brochure, 'Harmony at Home'. (Enclose 10c for mailing.)

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

LESTER GRAND PIANOS  
AND  
BETSY ROSS SPINETS  
ARE GUARANTEED TEN YEARS

### Orange band (continued)

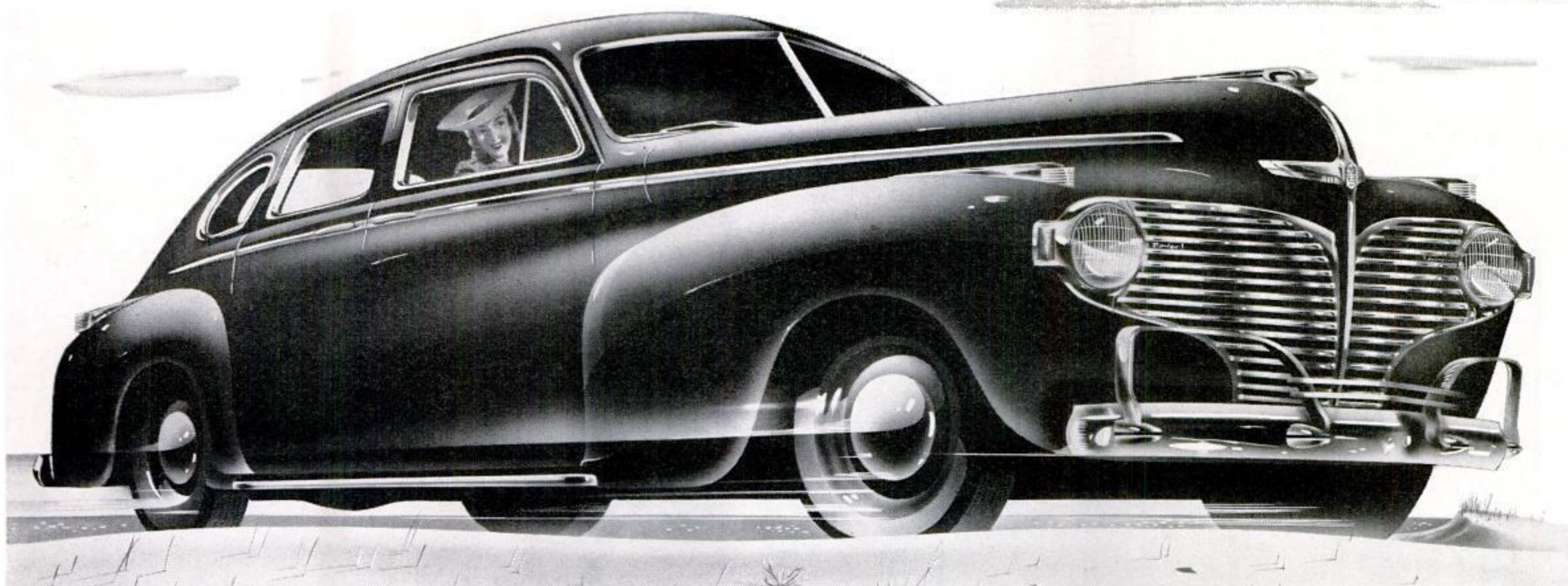


The flag twirlers were taught by a Swiss flag-twirling expert whom Lutch Stark imported to Orange to teach his girls. Here Evelyn Burgess throws a flag high in air.



The flag comes down right into the hand of the twirler who doesn't budge from the spot. The emblem on the flag is a Bengal tiger, adopted animal of the Orange school.





# We've written the music . . . but we're stumped for words



**S**OMEHOW we wish our Engineers, who designed this 1941 Dodge Luxury Liner, had also come through with the words to describe it.

Perhaps *they* could do it justice. Perhaps *they* could paint you a "word picture" to match the creation they've put on wheels!

Frankly, it's a tough assignment! We could talk for hours about Dodge beauty, but it wouldn't give you the picture. You've got to let that eye-filling front-end charm its own way into your heart. You've got to let that windstreamed new body—wider, lower, and roomier—tell its own exciting story.

Up front get an eyeful of that new Jewel-Case instrument panel...the sparkling chrome-trim fittings...the huge V-shaped windshield that spreads the whole highway

like a ribbon at your feet! You can thank Dodge craftsmanship for that.

You say you're a stickler for comfort? All right, then sit back and relax *because you're going for a Dodge Fluid Drive!*

To begin with, you're going to step on the starter and throw her into high right off! You're going to be surprised that there's no buck nor jerk as the clutch pedal is raised. Instead, you simply glide away like a swan in still water.

## **Gearshifting Takes a Holiday!**

There is nothing new to learn...just a lot less driving effort. If you want an extra surge of power, a flip of the finger gives you airplane-fast get-away.

But marvelous as Fluid Drive is, it is only a part of the 1941 story. For example, there's a new Oil Bath Air Cleaner that

does the slickest job of "air-conditioning" you ever saw! It prevents gritty particles from attacking the engine's "innards" and thus greatly prolongs its life.

Dodge *safety* is evidenced in such advancements as 47.6 per cent larger rear window to increase "sternward" visibility; Hump-Rim Safety Wheel that holds tires on securely should "flats" occur.

And, as all the world knows, the men who build Dodge cars are more than expert mechanics—they are fine manufacturers...quality-minded artisans who think always in terms of building sturdier and better products.

But suppose we leave some surprises for your Dodge dealer to spring on you.

**Words can't describe it. You must see and drive it!**



## **Here's the Triple Thrill of FLUID DRIVE!**

- ① **Gearshifting Takes a Holiday!** For all normal driving you don't have to shift gears! You can start in high, drive in high, stop in high...and start again in high!
- ② **A Thousand Different Speeds!** You can drive from one mile an hour to the top speed of your car...and enjoy a thousand speeds in between...all without ever shifting gears.
- ③ **The Smoothness of Oil!** Power from the engine is transmitted to rear wheels through a shock-absorbing cushion of oil. The result is almost unbelievable smoothness and much longer car life.

**NEW 1941**

**Dodge**

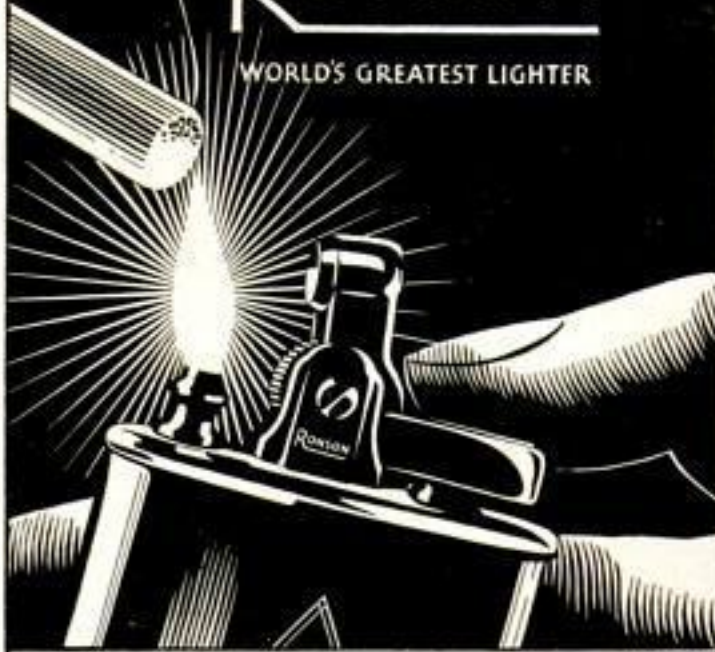
**LUXURY LINER WITH  
FLUID DRIVE**



8,000,000 OWNERS SAY:

It Pays to  
own a  
**RONSON**

WORLD'S GREATEST LIGHTER



The famous, patented RONSON action. "Press, It's Lit—Release, It's Out." Can't light accidentally. Extinguishes automatically. No match is safe. A RONSON is your best form of fire protection.



RONSON LIGHTERS ARE SMART, USEFUL, LONG-LIVED, SAFE, EASY TO USE

[Following are excerpts from voluntary letters continually pouring in from delighted and constant RONSON users. Copies of complete letters will be sent on request.]

A. M. writes: "...only one hand needed to light up with my RONSON ... great when driving..."

Says L. G.: "...my RONSON Table-Lighter cuts repair bills ... found it eliminates match burns to table linen, rugs, clothing..."

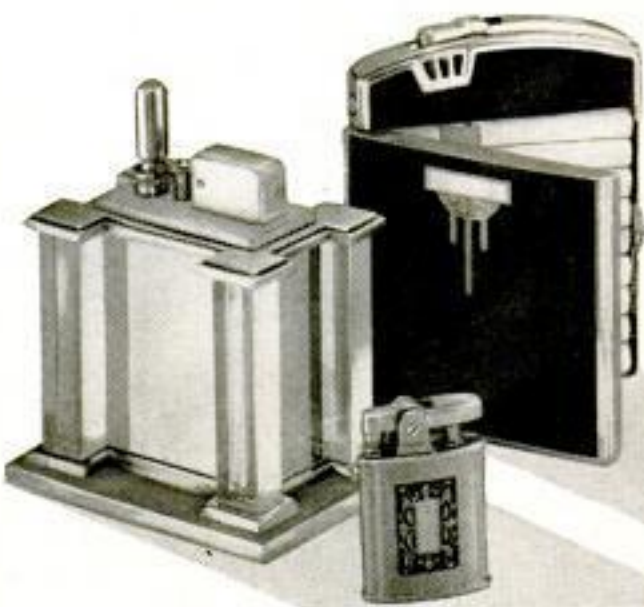
From Mrs. W. B.: "...as proud of my RONSON Table-Lighter as of my crystal goblets ... always part of my table setting..."

Writes J. K.: "...my RONSON has seen 10 years of swell service ... wouldn't be without it a day..."

**FREE** illustrated book, "Why it Pays to Own a RONSON." Address RONSON, Dept. 66, Newark, N. J. See RONSONS for handbag, pocket, every room in the home, at your jeweler, department store and other fine shops. Built to fine jewelry standards.

\$2.95 to \$30.00.

See RONSON Exhibit, N. Y. World's Fair, Store No. 1, Academy of Sports, Constitution Mall.



CLASSIC CORSAGE IS CHRYSANTHEMUM TIED WITH FAVORED TEAM'S COLORS

## FOOTBALL SEASON A FLORIST'S HEAVEN

Florists like football games. Although a date can spend his money on such foolishness as pennants, pins, miniature mascots and the usual junk peddled at games, he and his girl know a chrysanthemum is a must, even if she must buy her own. This is the time of year when florists all over the country will be stocked with ribbons in college colors. Thus a Cornell man's girl who is coming from out of town can, if he so instructs his Ithaca florist, arrive with a corsage loyally tied in carnelian and white.



NEWER CORSAGE CONSISTS OF TWO CHRYSANTHEMUMS LINKED WITH A CHAIN

Best in  
every  
way



"The national rub-down"

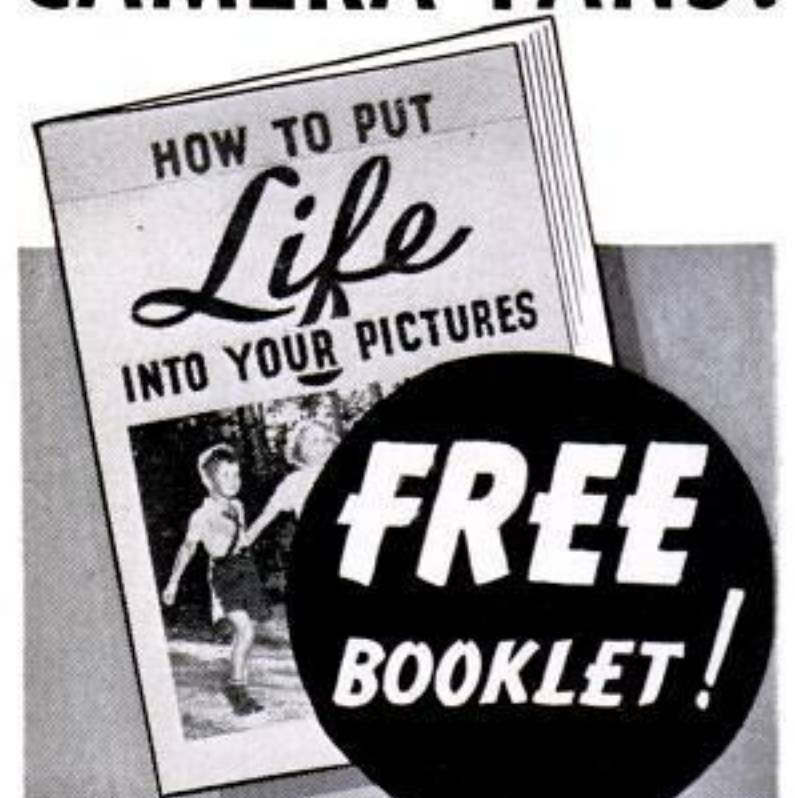


**MIFFLIN**

ISOPROPYL ALCOHOL  
RUBBING COMPOUND

AT DRUG, DEPARTMENT  
AND 5c AND 10c STORES

## CAMERA FANS!



A new, complete, fully illustrated booklet on FLASH photography! Tells how YOU can be a success from the start—put life into your pictures—take "shots" you'll treasure all your life! Indoor pictures day or night—outdoor pictures in deep shadow or light—pictures shot against the sun! Double your picture-taking fun! Get this valuable booklet! It's offered to you FREE by Kalart, makers of the famous Kalart Micromatic Speed Flash. Mail coupon for your copy NOW!

**KALART**  
Micromatic  
SPEED FLASH

THE KALART COMPANY INC.,  
Dept. L-10, 915 Broadway, New York, N.Y.

Please send me your free booklet, "How to Put Life Into Your Pictures".

Name \_\_\_\_\_

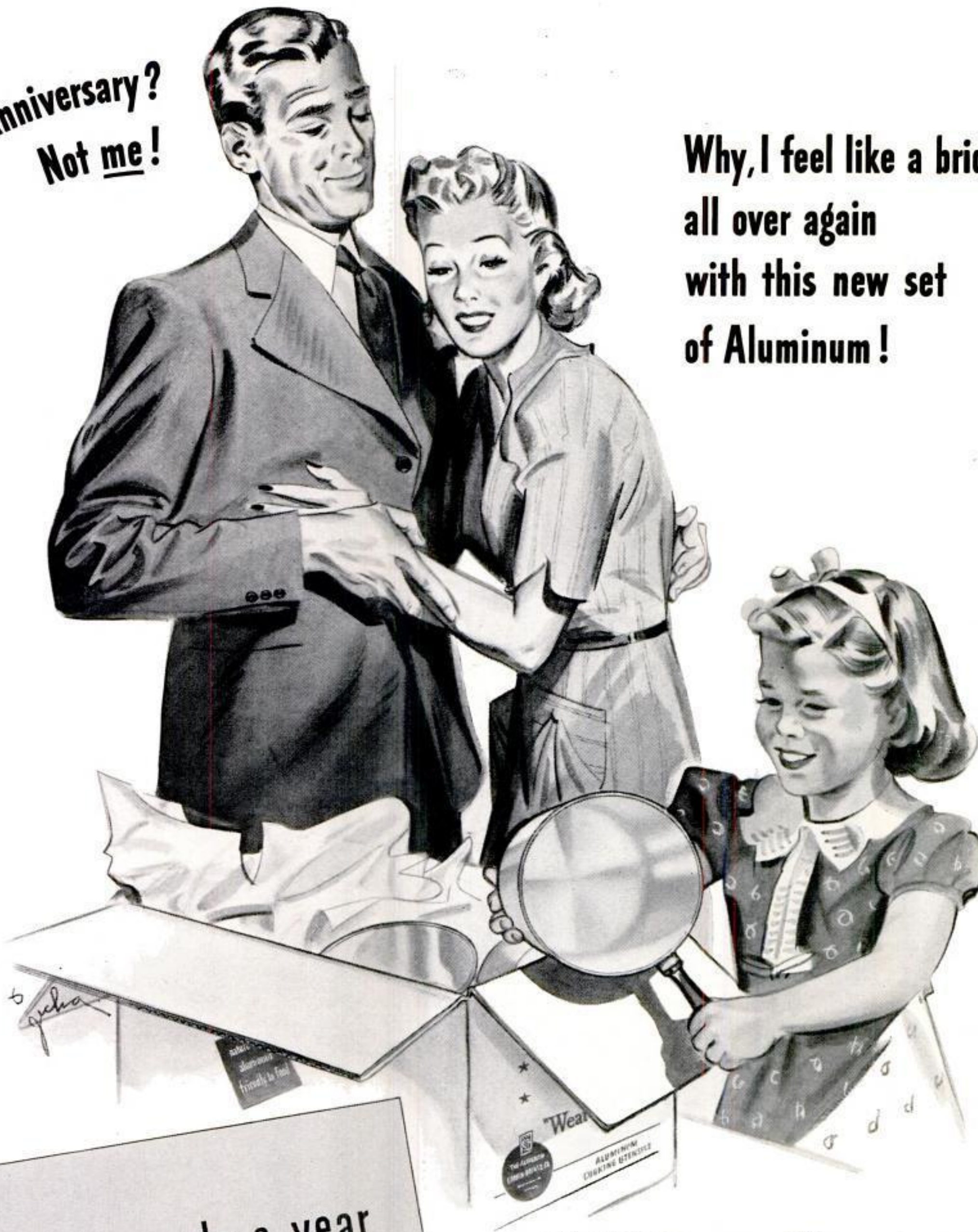
Address \_\_\_\_\_ State \_\_\_\_\_

CONTINUED ON PAGE 54



Forget our 10<sup>th</sup> Anniversary?  
Not me!

Why, I feel like a bride  
all over again  
with this new set  
of Aluminum!



Your thousand meals a year  
deserve up-to-date  
Aluminum Cooking Utensils



WHETHER your 10th anniversary is coming or past, take a critical look at your pots and pans. Rare is the kitchen that has no cripples, fuel wasters, food scorches; or that lacks no needed pieces.

That's just cheating yourself and your family. For new Aluminum will save work, save fuel, save burning and wasting food. It cleans easily, heats quickly and evenly, and makes food more appetizing by helping preserve the natural flavor, minerals and vitamins.

Seven out of eight women cook in Aluminum. The thrifty ones use Wear-Ever. If you wish to know where to buy Wear-Ever, write The Aluminum Cooking Utensil Company, 1510 Wear-Ever Building, New Kensington, Pa.

LOOK FOR THE WEAR-EVER TRADEMARK WHEN YOU BUY

*Aluminum at its Best:*



“Wear-Ever”



# Music on a *Beam of Light!*



A new kind of Radio-Phonograph, invented by Philco, now brings you new delights in the enjoyment of radio and recorded music!

## No Needles to Change

The pointed steel needle that scrapes music from the record is gone! Instead, a rounded jewel that never needs changing floats gently over the record grooves and reflects the music on a light beam from a tiny mirror to a Photo-Electric Cell. Only Philco has it!

## Records Last 10 Times Longer

Enjoy valuable records for 700 playings without fear of wear . . . 10 times longer than before!

## Glorious New Purity of Tone

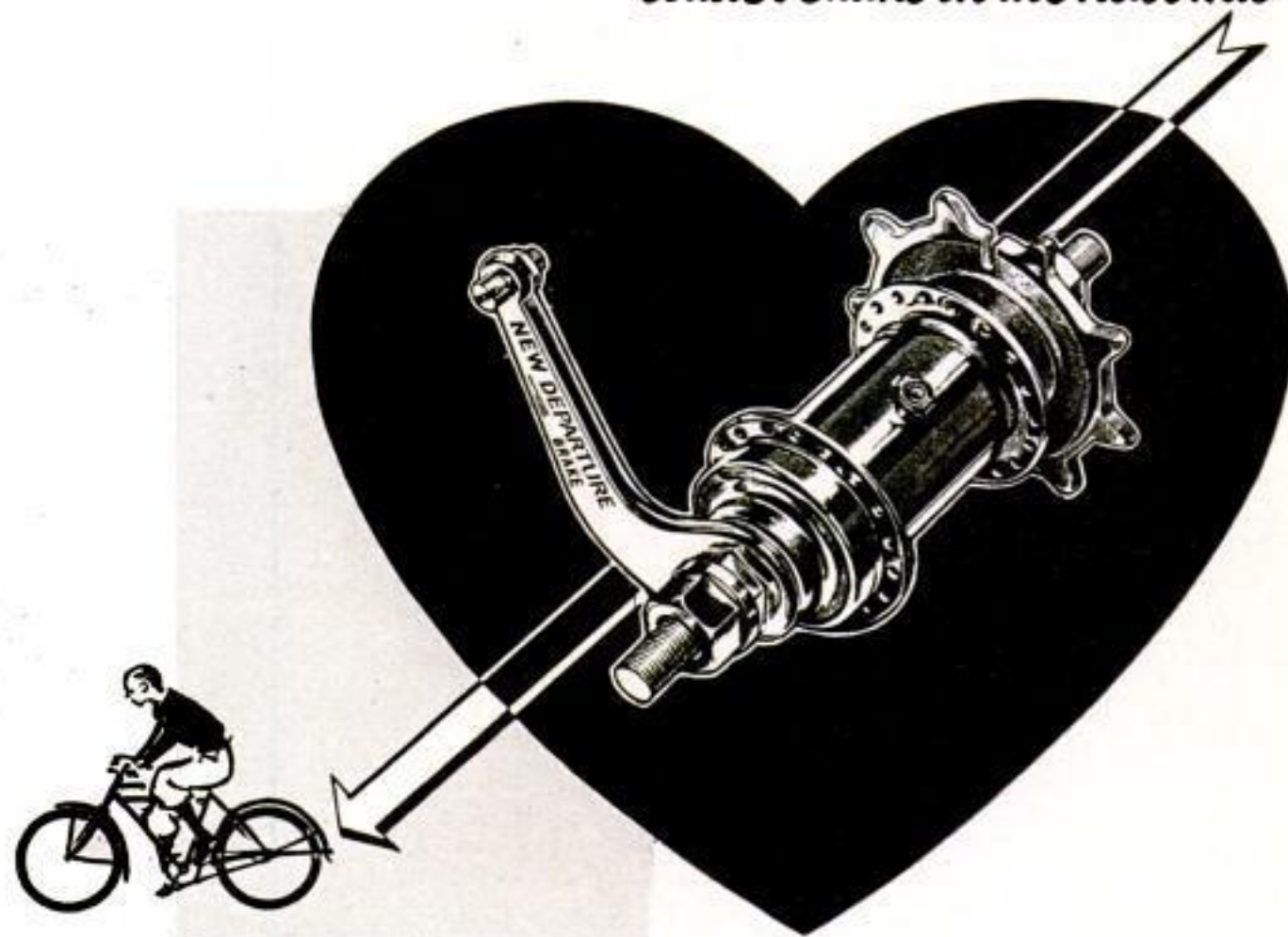
Surface noise reduced by 10 to 1. No sacrifice of "highs" to enjoy rich deep "lows" . . . hear the full beauty of every record!

**New Tilt-Front Cabinet . . .** no lid to raise, no need to remove decorations. And startling improvements in radio reception! See and hear it at your nearest Philco dealer!

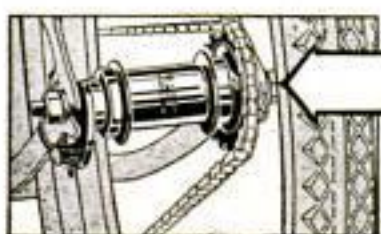
Philco 608P, Illustrated, only \$12.95 down.

WITH THE NEW  
**PHILCO** PHOTO-ELECTRIC  
*Radio-Phonograph*

## The Heart of the Bicycle **NEW DEPARTURE** *Coaster Brake in the Rear Hub*



Drives and coasts and brakes *better*. Lightest weight—greatest braking power—smoother, quicker stops. Factory adjusted and sealed, it is certain in its action always—hot or cold, wet or dry. Over the years the choice of 12 million riders, because NEW DEPARTURE Coaster Brake in the rear hub is best value and costs *no more!*



**LOOK** ON THE HUBS OF YOUR BICYCLE FOR THE NAME  
**NEW DEPARTURE**—MOST FAMOUS NAME IN BICYCLING!

## Football flowers (continued)



A "T" FOR TULANE MADE OF POMPONS COSTS \$2, IS WORN ON THE SLEEVE

## THESE VARIATIONS ARE FOR EXHIBITIONISTS

Every football season florists think up some new tricks which they hope will make tongues wag. This year the floral piece that will make conversation at football games will be the corsages fashioned in the shape of a team's initials or pennants made in flowers matching college colors. They may go over with girls who like to be different and do not mind looking like a wreath.



ARMY "A" MADE OF WHITE POMPONS



"N" FOR NAVY WITH NAVY-BLUE BOW



YALE PENNANT IS MADE OF BLUE DELPHINIUM PETALS AND WHITE POMPONS



RED CARNATION PETALS FOR HARVARD. PENNANTS COST \$5, INITIALS \$2.50





## What can a man write to another man's wife?

IT'S A BIG KICK when you hear the news.

You open the telegram and read that some dear friends of yours have welcomed the son and heir they've wanted for years.

Good old Walter! Dear little Sally! You're pleased for both of them. So you sit right down to write Sally a note—and suddenly you realize you're stumped.

What can you say to another man's wife? How can you get across that deep-down feeling of "Gee, I'm glad!" that fills you that moment?

Don't sit there chewing your pencil. Wire her some flowers and let them do the talking for you.

For flowers say things to a woman you can't put into words. Flowers tell her in a gay, bright way that here is a friend who is thinking of her—a friend who understands—and he's glad from the bottom of his heart. There is no other gift that can touch a woman more deeply or express your thoughts more sincerely.

And it's so easy to do this gracious thing. Just telephone or go to the nearest flower shop displaying the F.T.D. (Florists' Telegraph Delivery Association) emblem. Give the florist your order. He does the rest. Even if it's clear across the nation or in Canada, he sees that fresh, beautiful flowers are delivered. In a few short hours, if you want them that soon.

***When your heart says "remember" . . .  
nothing takes the place of flowers!***

You can be sure that on any occasion when your heart tells you to do something gracious and sweet—nothing takes the place of flowers. To congratulate mother and baby—to wish someone a happy anniversary—to thank your hostess for a lovely week-end—to gladden someone's birthday—send flowers!

And whether your flowers are for someone in town or a long ways off, be sure to buy from an authorized F.T.D. member shop. For F.T.D. florists are the pick of the nation's florists. Florists carefully chosen

as F.T.D. members because they have proved to the Association that they carry finer flowers—and that they give you top-flight service. *Florists' Telegraph Delivery Association.*

**WIRE FLOWERS THROUGH AUTHORIZED  
F. T. D. MEMBER SHOPS**



**LOOK FOR THIS F. T. D. EMBLEM BEFORE YOU BUY.  
IT IS YOUR GUARANTEE OF COMPLETE SATISFACTION.**



FOR 1941  
PONTIAC OFFERS  
3 GREAT NEW LINES OF

# Pontiac "Torpedoes"

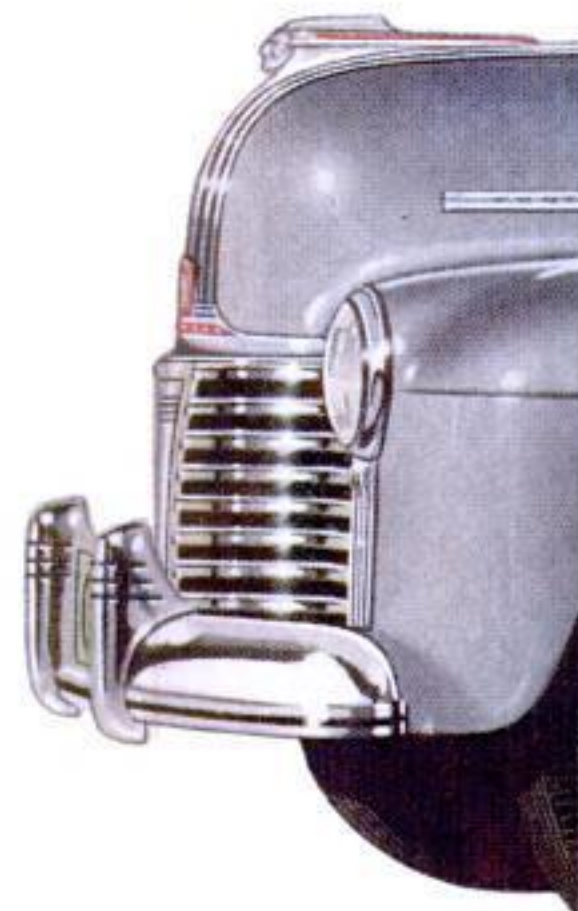
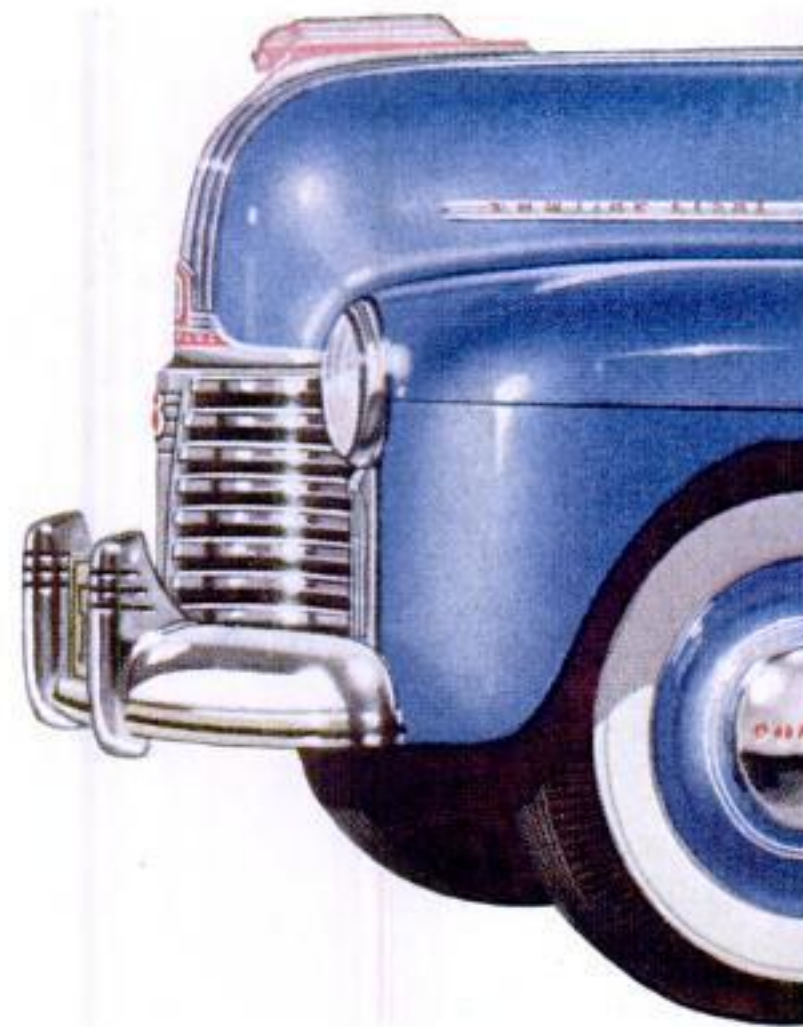
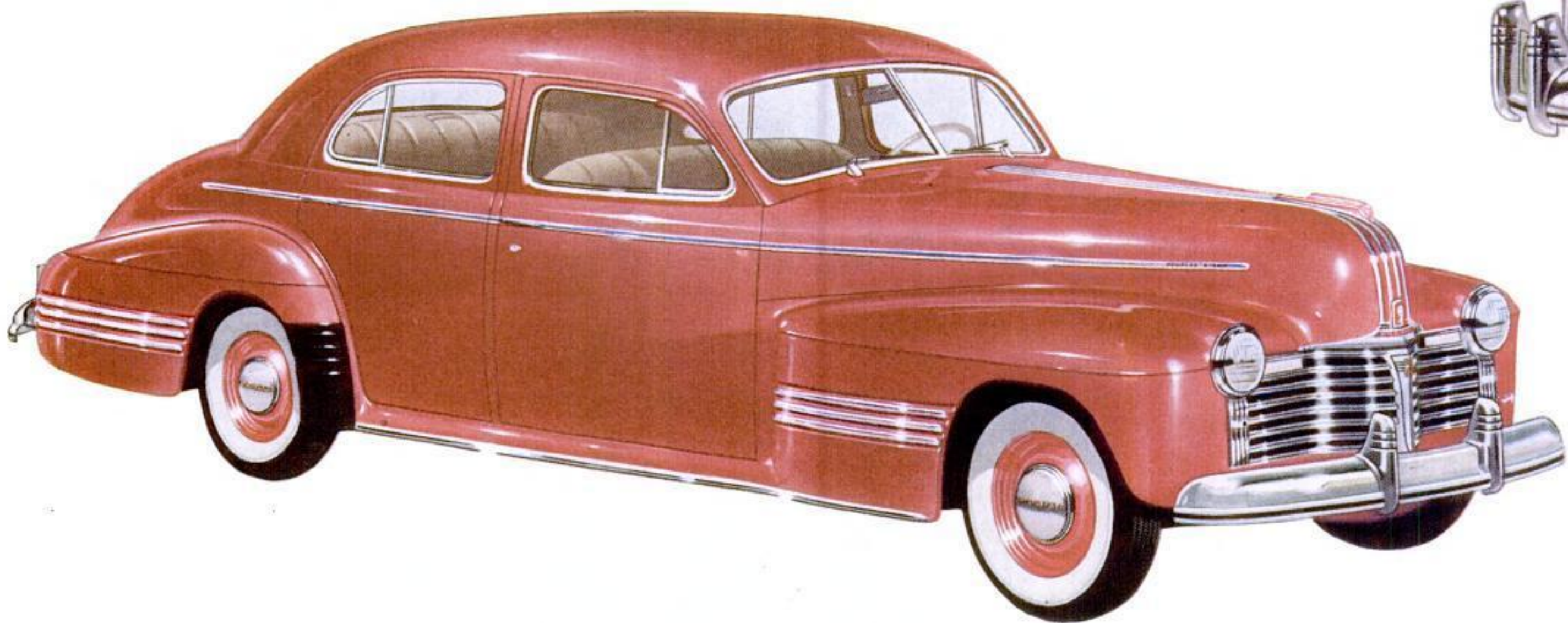
Your choice of 10 beautiful models, each available as either a Six or an Eight—led by a new De Luxe "Torpedo" which any new car buyer can afford

AMERICA'S FINEST



LOW-PRICED CAR

CUSTOM "TORPEDO" FOUR-DOOR SEDAN\*



HERE'S WHAT'S NEW IN THE GREAT NEW PONTIAC "TORPEDOES"



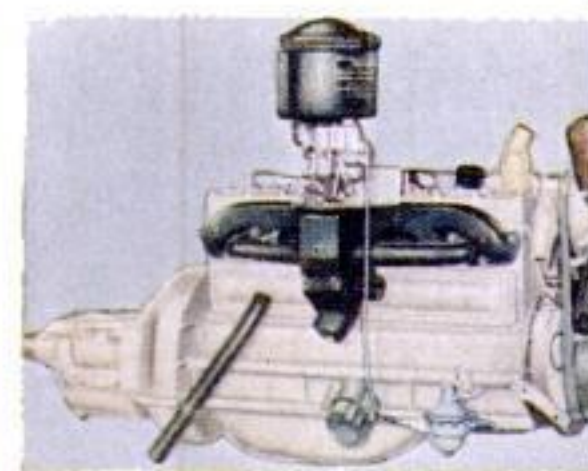
NEW BEAUTY AND LUXURY result from advanced "Torpedo" styling and a host of interior refinements.



GREATER OVER-ALL LENGTH on all models gives every 1941 Pontiac "Torpedo" big car appearance, big car roominess and big car riding ease. Never before offered at Pontiac's prices.

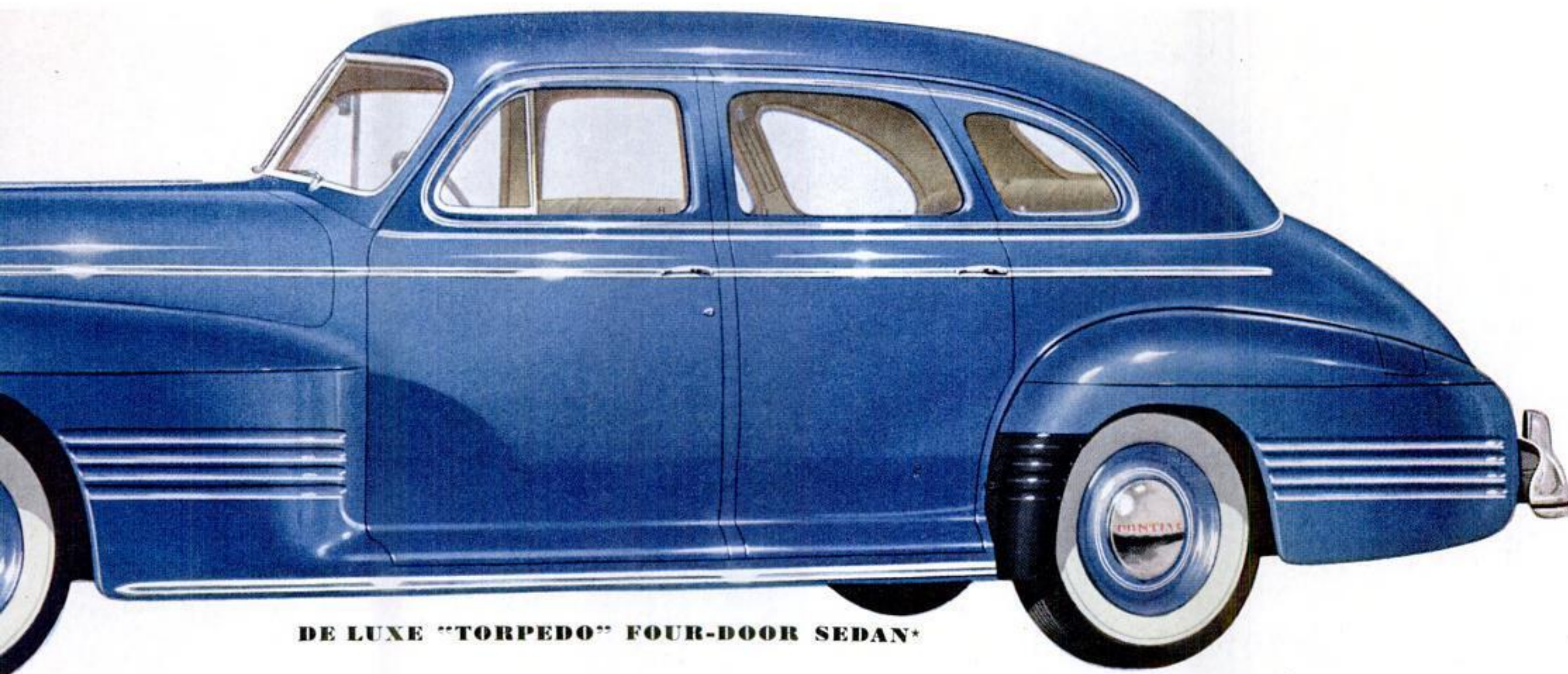


ENCLOSED RUNNING BOARDS on De Luxe and Streamliner models add to style, convenience and safety of passengers.

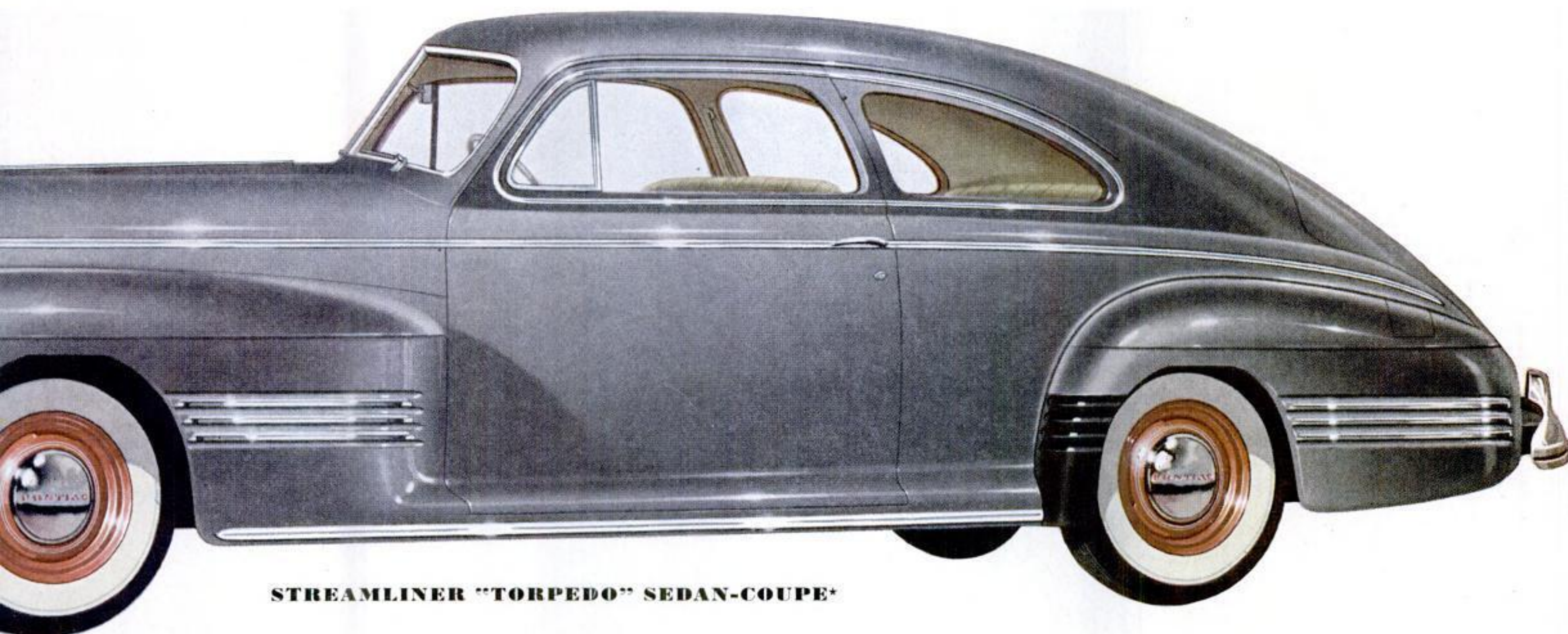


INCREASED POWER WITH RECORD GAS AND OIL ECONOMY from improved engine design.





**DE LUXE "TORPEDO" FOUR-DOOR SEDAN\***



**STREAMLINER "TORPEDO" SEDAN-COUPÉ\***

SPURRED ON to greater accomplishments by the record-breaking demand accorded its 1940 models, Pontiac now presents an array of cars which far outstrips anything it has ever before produced—three brilliant new lines of Pontiac "Torpedoes," including the De Luxe "Torpedo" series which any new car buyer can afford.

Car for car, these new Pontiac "Torpedoes"

are longer, wider and far more beautiful than anything Pontiac has offered in the past. In addition, every one of them is available as either a six or an eight.

The new Pontiacs are more powerful, smoother and quicker on the trigger than ever, yet they retain all of the economy and stamina which have been traditional with Pontiac over the years. Their riding ease and

driving ease hit new highs; and many advanced construction features and standard accessories lift them to new levels of luxury, convenience and value.

Now and for 1941, Pontiac "Torpedoes" are the number one cars to see and drive—and your Pontiac dealer is ready to prove it!

*White sidewall tires optional at slight extra cost\**

*It's Another  
Big Year For Pontiac!*



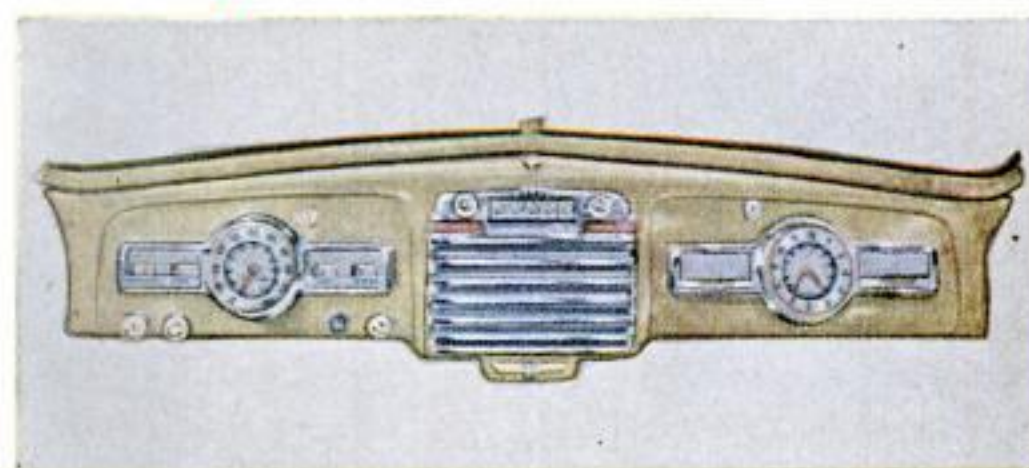
**THE PERFECTED "TRIPLE-CUSHIONED" RIDE** now assures greater comfort and improved roadability.



**LARGER, SAFER BODIES** provide generous leg and elbow room for all passengers and greater protection than ever.



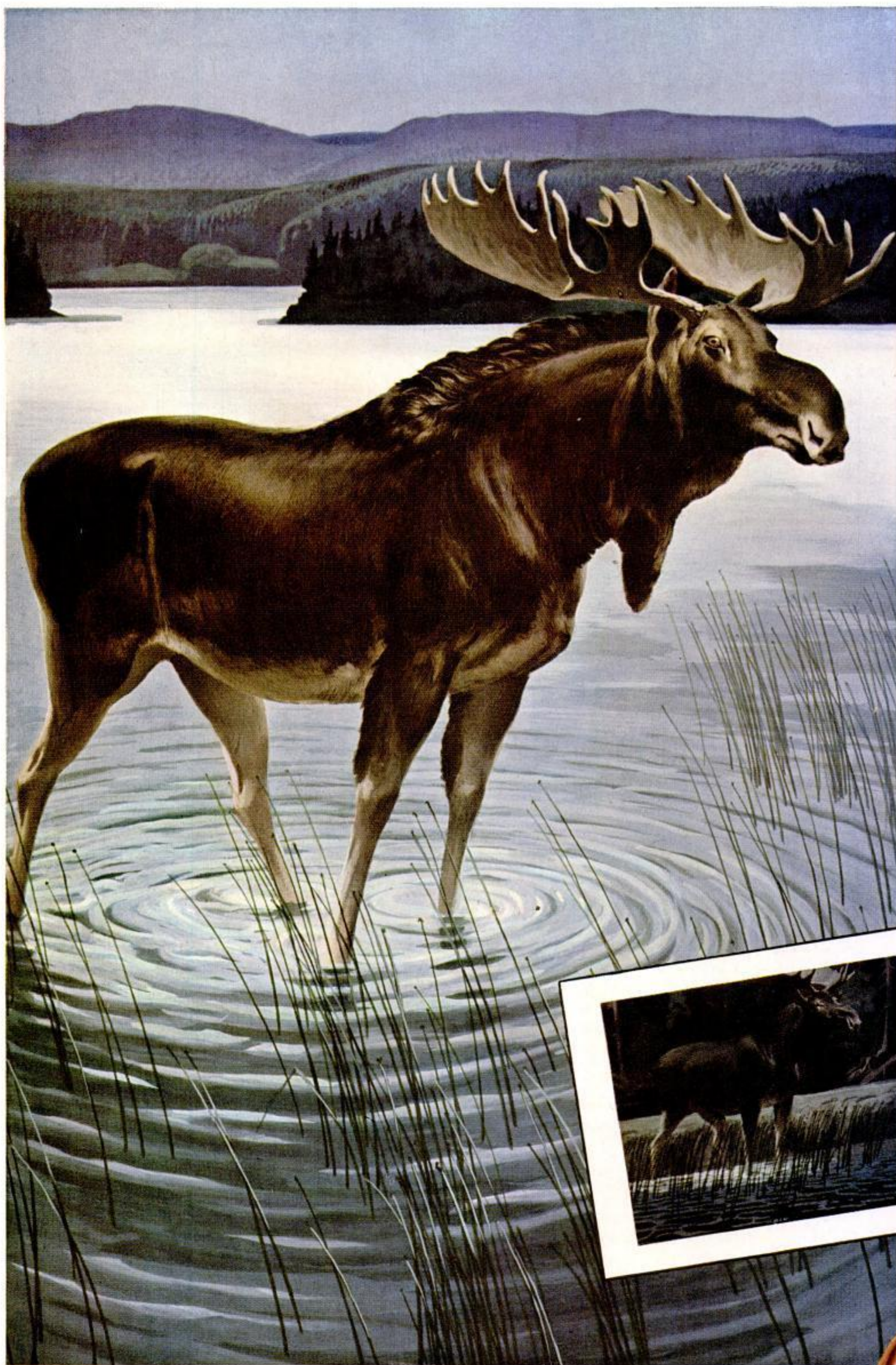
**NEW TRU-ARC SAFETY STEERING** assures easier, more positive, safer control of the car at all speeds.



**NEW INTERIOR LUXURY** is exemplified by this attractive new 1941 Pontiac instrument panel. Electric clock (except on some models) and radio at extra cost.



*NATURE'S PROTECTIVE BLENDING PROTECTS THE MOOSE*



# *CALVERT'S PROTECTIVE BLENDING*

*protects the  
flavor and good taste  
of Calvert Whiskey*

TRY Calvert next time in your favorite cocktail or highball and see for yourself just what Protective Blending *does* for this famous whiskey. See how much it adds to your drinking enjoyment.

Then you will understand why Calvert enjoys such outstanding popularity from coast to coast—then you will know why *the sales of Calvert "Special" Whiskey are the largest in the world.*



ABOVE: The bull moose is an easy target for the hunter when he abandons the security of Nature's Protective Blending and ventures out against the open sky.

LEFT: But usually this king of American big game animals is too wary to make such a mistake. If he lives to a ripe old age it is because he takes advantage of the Protective Blending of swamp, forest and dusk.

**CLEAR HEADS (CLEAR-HEADED BUYERS)  
CALL FOR**  
**Calvert**

BLENDING WHISKEY Calvert "Reserve": 90 Proof—65% Grain Neutral Spirits...Calvert "Special": 90 Proof—72½% Grain Neutral Spirits. Copyright 1940, Calvert Distillers Corporation, New York City



**RICHER**  
COSTS A LITTLE MORE

**LIGHTER**  
COSTS A LITTLE LESS





THE BEE HUNTERS CLUSTER AROUND THE HYDRANGEA BUSHES LOOKING FOR A BEE.

HYDRANGEAS ATTRACT BEES BECAUSE THE MANY FLORETS ARE FULL OF SWEET NECTAR



A wild honeybee is caught sipping hydrangea nectar. The bee man picks him up by the wings, the safest way to pick up a bee.

## BEE HUNT

### HOW TO FIND HIVE & HONEY

**O**n a late summer afternoon when the air was filled with sun and the satisfied sounds of insects, some people gathered in the garden of the Penrhyn Hotel in Richmond, Mass. to look for a bee. They were bee hunters searching for a wild honeybee which would lead them to its hive. How the hunters found the hive and the honey is told in these pictures.

Bee-hunting was a pleasant pastime for these people but in the South it is still practiced by mountain folk as a businesslike way of gathering honey or domesticating wild bees. It is a country practice that goes back to colonial days when pioneers went hunting honey in the woods. The method is the same today as it was then. You catch a bee, mark him, feed him honey. Then you follow him by stages as he flies off to his hive, back to your honey, off again and back again until finally he leads you to his hive. Then you loot the hive. Bee hunting is best in late summer because then the bees are cramming their hives with sweet food to nourish them through the cold winter when there are no flowers to feed them.



The bee is marked with white flour so that its flight during the hunt can be better followed. This one is a striped Italian bee.





## "MY JOB'S A PICNIC..

All I do is remind you...  
there's a vital difference that  
makes you want PHILIP MORRIS"

**YES**... a vital difference in manufacture... brings to you  
a vital difference, of smoking enjoyment without smoking  
penalties. For, as a group of distinguished doctors found\*

— WHEN SMOKERS CHANGED TO PHILIP  
MORRIS, EVERY CASE OF IRRITATION OF  
THE NOSE OR THROAT—DUE TO SMOKING—  
CLEARED COMPLETELY, OR DEFINITELY  
IMPROVED.

*\*Reported in authoritative medical journals*

**CALL  
FOR  
PHILIP MORRIS**



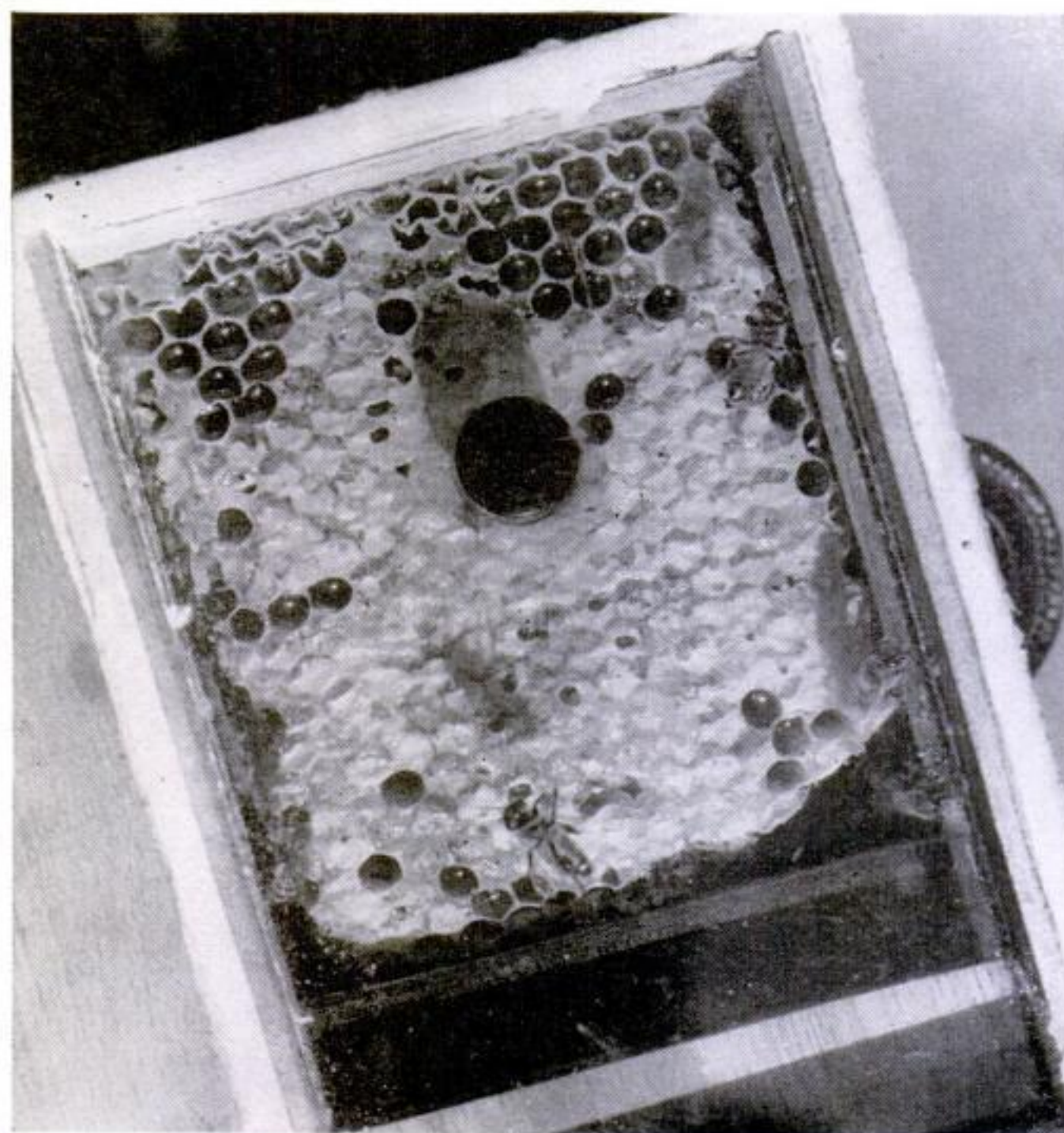
*America's FINEST Cigarette*

CREATORS OF FAMOUS CIGARETTES FOR 92 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

### Bee hunt (continued)



The captured bee is put in a little box (above) containing a well-filled honeycomb and a small bottle of anise flavor. The bee eats the honey (below) and smells the anise. Bees love to smell anise and will come back again and again to sniff it.



The bee is released (below), takes a beeline home. The hunters watch its course. One has stop watch to estimate time of flight to hive and return. Bee flies a mile in about 14 minutes. By timing flight, hunter knows how far away the hive is.







The bee tree is found by following bee over pasture and hill as it came back to box, flew off again. Hive is in basswood tree which hunters saw down. It is strong tree. Bees seldom live in dead trees which get drenched or blown down in storms.



In the fallen tree, the bee man measures how far up the trunk the hive is (above). Tree is then opened at this point, the bees are smoked into placidity, the hive is laid bare and the masked bee man (below) begins to pry the honeycombs loose.



CONTINUED ON NEXT PAGE

## MORE DU PONT "ZERONE" IS SOLD THAN ANY OTHER ANTI-FREEZE



### You can't beat it for Low-Cost Anti-Freeze Protection!

INTRODUCED to the motoring public only seven years ago, more "Zerone" anti-freeze is purchased today than any other brand. The reason is that "Zerone" is efficient and economical. It is so effective it can actually keep water from freezing even at 215° below zero! Surprisingly little is needed for safe protection. A car with a 15-quart radiator capacity (the average size) can often get all-winter protection for as little as \$1.50 to \$2.00. A single gallon of "Zerone" will protect a 15-quart radiator to zero.

"Zerone" is stable. Replacements under average conditions are small. All you need is an occasional check-up. A solution of "Zerone" and water passes off engine heat better than water alone. That means improved engine performance. "Zerone" contains a rust inhibitor that keeps clean cooling systems free of rust and corrosion.

For an efficient low-price anti-freeze, buy "Zerone." Only \$1.00 a gallon, 25¢ a quart. You can get "Zerone" from dealers everywhere.

### DU PONT ANNOUNCES "ZEREX" ... a new non-evaporating anti-freeze!

OUT of the same laboratories that developed that sensational new material, nylon, comes another chemical triumph—"Zerex."

Special ingredients make "Zerex" different from other premium anti-freeze brands. It protects against rust and corrosion. It is an *anti-acid*. Prevents the formation of chemicals that attack aluminum cylinder heads, rubber hose and pump packings. Gives improved cooling and engine efficiency—more heat from car heater. "Zerex" is more than just an anti-freeze. It's a winter radiator conditioner. If you are proud of your car

—careful to use only the finest products in it—you'll want "Zerex." \$2.65 a gal., 70¢ in qts. Won't boil out. One filling does the job all winter.



TUNE IN... "CAVALCADE OF AMERICA"... NBC RED NETWORK... EVERY WEDNESDAY EVENING



*Refreshing*  
from any angle



Any way you look at it, you're in for some grand refreshment when you taste delicious Beech-Nut Gum. Its fine, full flavor lasts you a mighty long time! 7 tempting varieties to choose from.

Peppermint, Spearmint, Oralgum  
4 flavors of BEECHIES (Candy Coated)  
Peppermint, Spearmint, Pepsin, Cinnamon

**Beech-Nut Gum**  
*Always Refreshing*



## Bee hunt (continued)



Honeycomb is pulled out with smoked bees clinging to it. Smoke frightens bees into thinking hive is to be destroyed. They gorge themselves on honey to have good supply for new hive. Full of food, they are good-natured, sting less than usual.



Capturing the whole hive of bees for domestication is done by putting queen bee in a box with honeycomb frames. The worker followers of the queen swarm into the box after her. When they are all in, the box and the bees are carted off to apiary.



The spoils of the hunt are eaten with the fingers. The sweet, sticky wild honey is consumed comb and all. It tastes wonderful but is very messy. The Penrhyn bee hunt started in the middle of the afternoon and ended around a campfire at night.



66

HOLD THAT

## CRISPNESS

99

(AND HOW THEY DO!)



● Got a yen for crispness? Then here's your dish! Kellogg's Rice Krispies are crisp as their name. Crisp in the package . . . crisp as they snap! crackle! pop! in milk or cream . . . crisp right down to the final tantalizing spoonful!

Rice Krispies are rich, full-bodied, mouth-watering. They're flavored by a unique Kellogg recipe. Then they're "popped" and toasted carefully to an appetizing golden-brown. Everybody goes for them—youngsters especially!

Give your family Kellogg's Rice Krispies for breakfast tomorrow. After that, they'll want them often. Rice Krispies are made only from premium quality, American-grown "Blue Rose" rice. Crispness is guaranteed by Kellogg's exclusive inner-wrap, completely "Waxtite" heat-sealed at both top and bottom.

MADE BY KELLOGG'S IN BATTLE CREEK

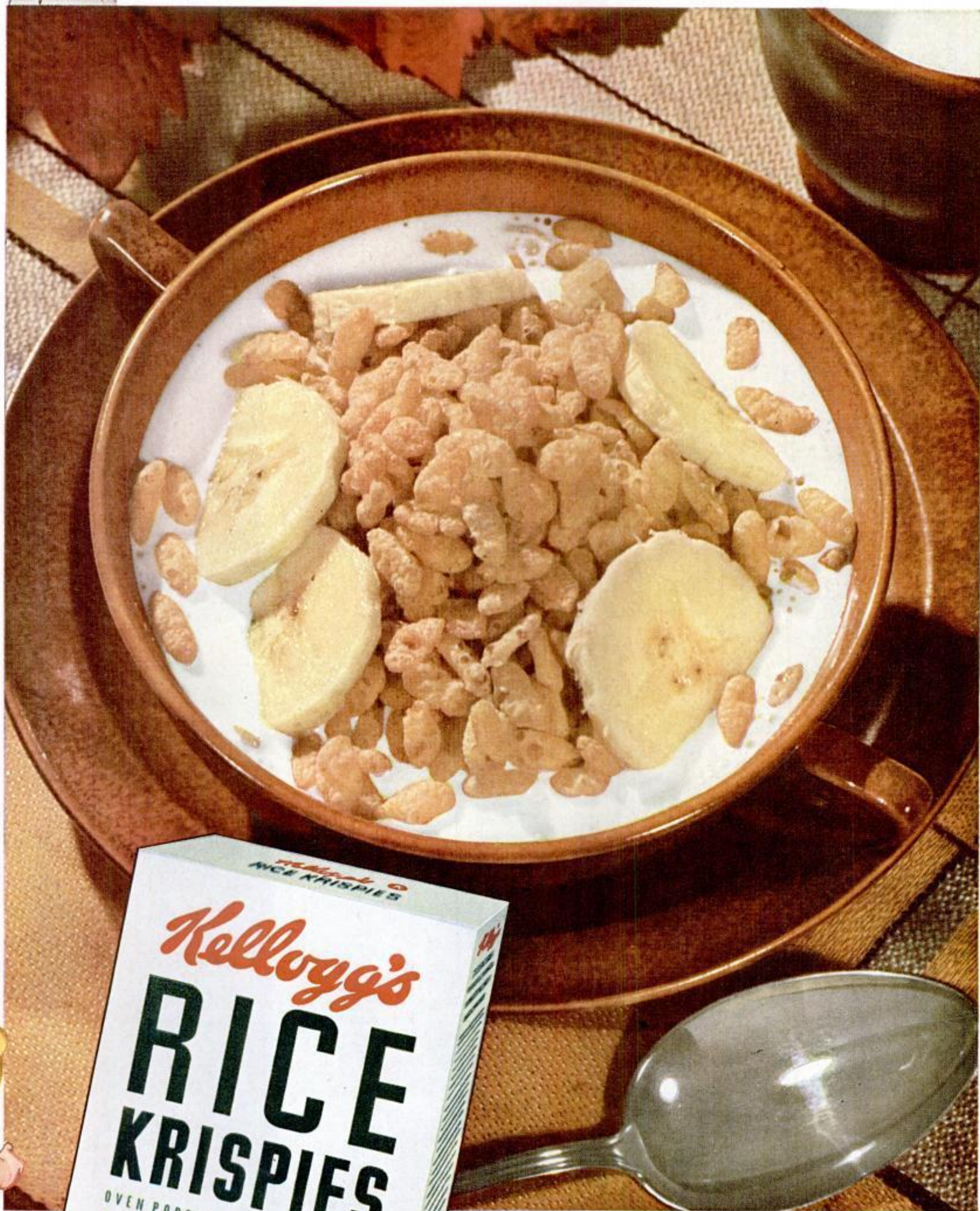
THEN HIT THE LINE FOR CRISPNESS!  
THERE'S NOTHING THAT CAN STOP  
RICE KRISPIES' CRUNCHY GOODNESS—  
SNAP! CRACKLE! POP!



Sensational offer! Attractive, nursery-rhyme wall plaques in gorgeous colors. Proper size for grouping. Six different subjects. See back of Rice Krispies package.



Copr. 1940 by Kellogg Company



Delicious with fresh, frozen, cooked or canned fruits.

## KELLOGG'S RICE KRISPIES

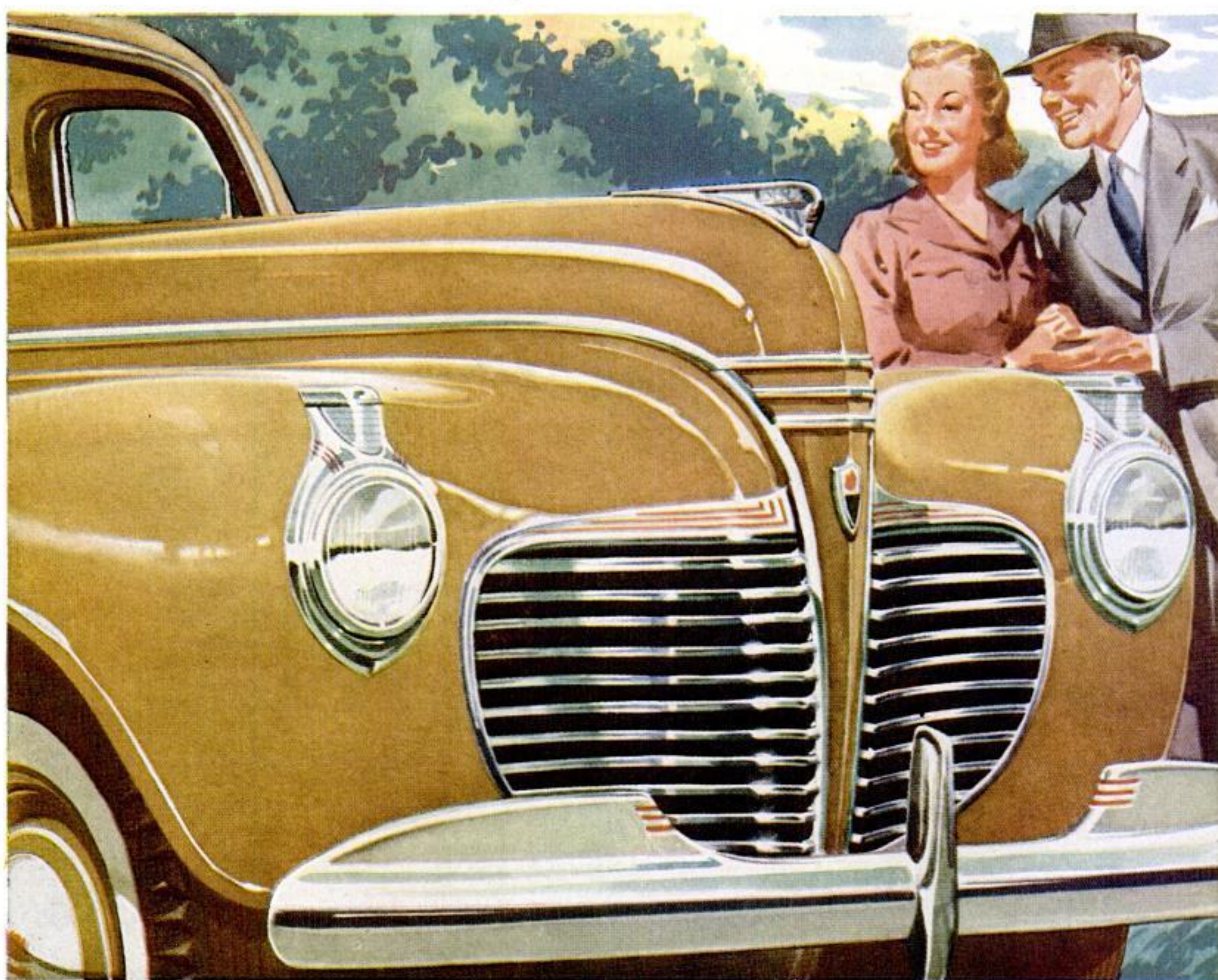
"OVEN-POPPED" Rice Krispies float for hours in milk or cream. The name "Rice Krispies" is Kellogg's trade-mark (Reg. U. S. Pat. Off.) for oven-popped rice.



# "That's M

The Brilliant New 1941 Plymouth! It is planned, designed, and built on the sound quality principle that What's Best for High-Priced Cars is Best for Plymouth, too!

NEW HIGH IN VALUE—19 GREAT  
NEW ADVANCEMENTS FOR 1941!



**DON'T MISS THE THRILL  
OF DRIVING WITH**

***Powermatic Shifting***

You'll discover delightful new car operation—a vast reduction in driving effort—and, with Plymouth's new transmission, actual elimination of certain shifting motions in normal driving. Make a date to drive this traffic master, this economy leader, today!

**G**IVE YOURSELF A TREAT—drive this magnificent new 1941 Plymouth . . . America's Low-Priced Luxury Car. It's a big, beautiful automobile. You'll find new glamour and distinction, new *massiveness* . . . a car to make you proud, wherever you go.

Inside the new Plymouth, you are literally *surrounded* with luxury! It's the new *Fashion-Tone Interior* . . . a miracle in color, fabric, fittings and appointments . . . with rich, new 2-tone upholstery in the Special De Luxe Sedans. You have never before seen anything like it in a low-priced car!

The performance of this superb new Plymouth is stepped up *4 ways!* You get increased horsepower, increased torque, a new transmission gear ratio,

new axle ratio—giving you exciting new mastery of hills—distance—traffic!

Enjoy the new thrill of *Powermatic Shifting*—bringing you vast reductions in driving effort—and, with Plymouth's new transmission, there is actual *elimination* of certain shifting motions in normal driving!

#### **Important New Advancements**

And that's not all! This great 1941 Plymouth brings you a new Oil Bath Air Cleaner that adds to engine smoothness and long life . . . new Engine Bearings which are 2 to 3 times longer-lived . . . new sealing throughout the body against dust, water, heat and noise . . . independent front coil springs, big 6-inch tires, spring covers, *all* standard equipment in even the lowest-priced models!

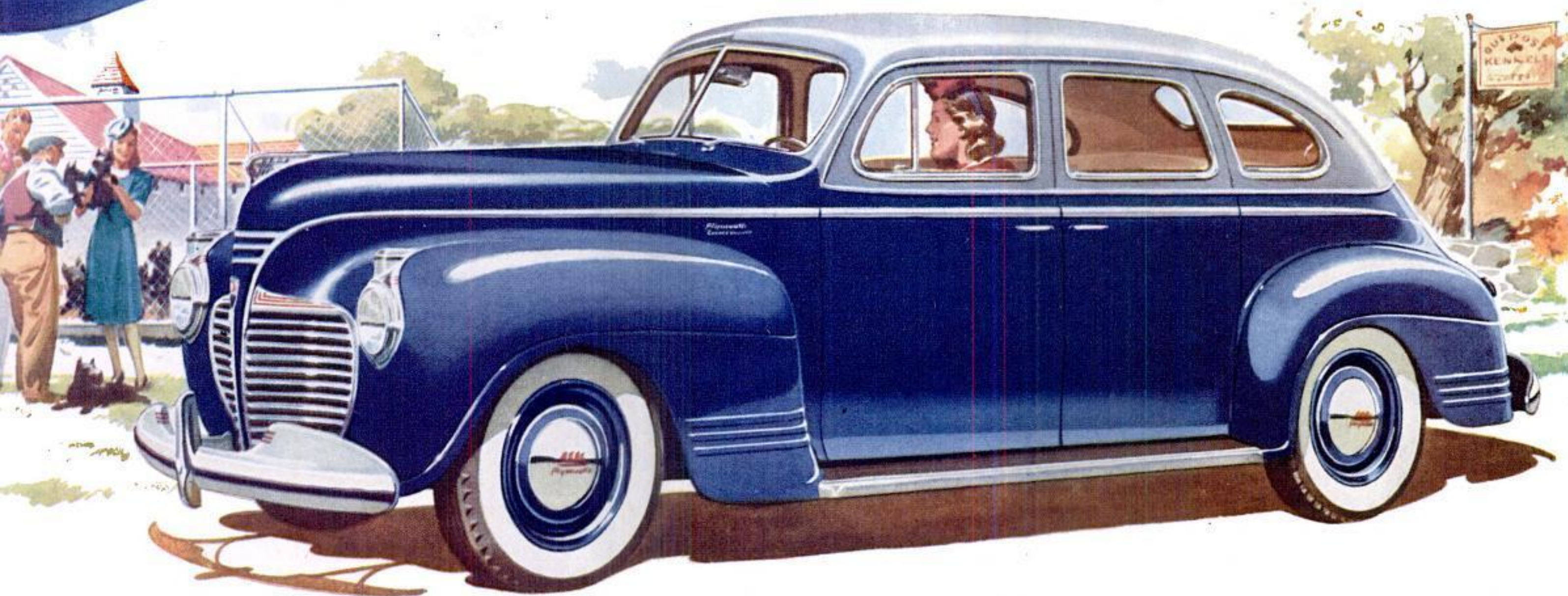


# y '41 Car!"

**PLYMOUTH**  
"ONE" FOR '41



**THE LID'S OFF ON LUXURY!** See the rich, new Plymouth Fashion-Tone Interior...a miracle in color, fabric and appointments! Beautiful 2-tone upholstery in the Special De Luxe.



There's a new one-piece hood with inside lock controlled from the driver's seat...a new counterbalanced trunk lid that goes up or down easily at a touch...new safety rims on wheels to prevent "throwing" of the tire in case of a puncture or blowout. In all, 19 important new advancements contribute to your comfort, safety and enjoyment!

By all means, *drive* this grand new car... the best-performing car Plymouth engineering genius ever produced! Plymouth's the "One" for '41. See your nearby Plymouth dealer today! Plymouth Division of Chrysler Corporation.

TUNE IN MAJOR BOWES' AMATEUR HOUR, C. B. S., THURSDAYS, 9 TO 10 P. M., E. S. T.  
SEE AND DRIVE THE NEW LOW-PRICED 1941 PLYMOUTH COMMERCIAL CARS!

## YOU'LL ENJOY THESE QUALITY FEATURES

**INCREASED HORSEPOWER AND TORQUE**—it's a "powerhouse" to drive.

**NEW TRANSMISSION and Axle Ratios**—added powerful performance.

**NEW COUNTERBALANCED TRUNK LID**—goes up or down easily at a touch.

**NEW SAFETY RIMS ON WHEELS**—to pre-

vent "throwing" of the tire in case of a blowout or puncture.

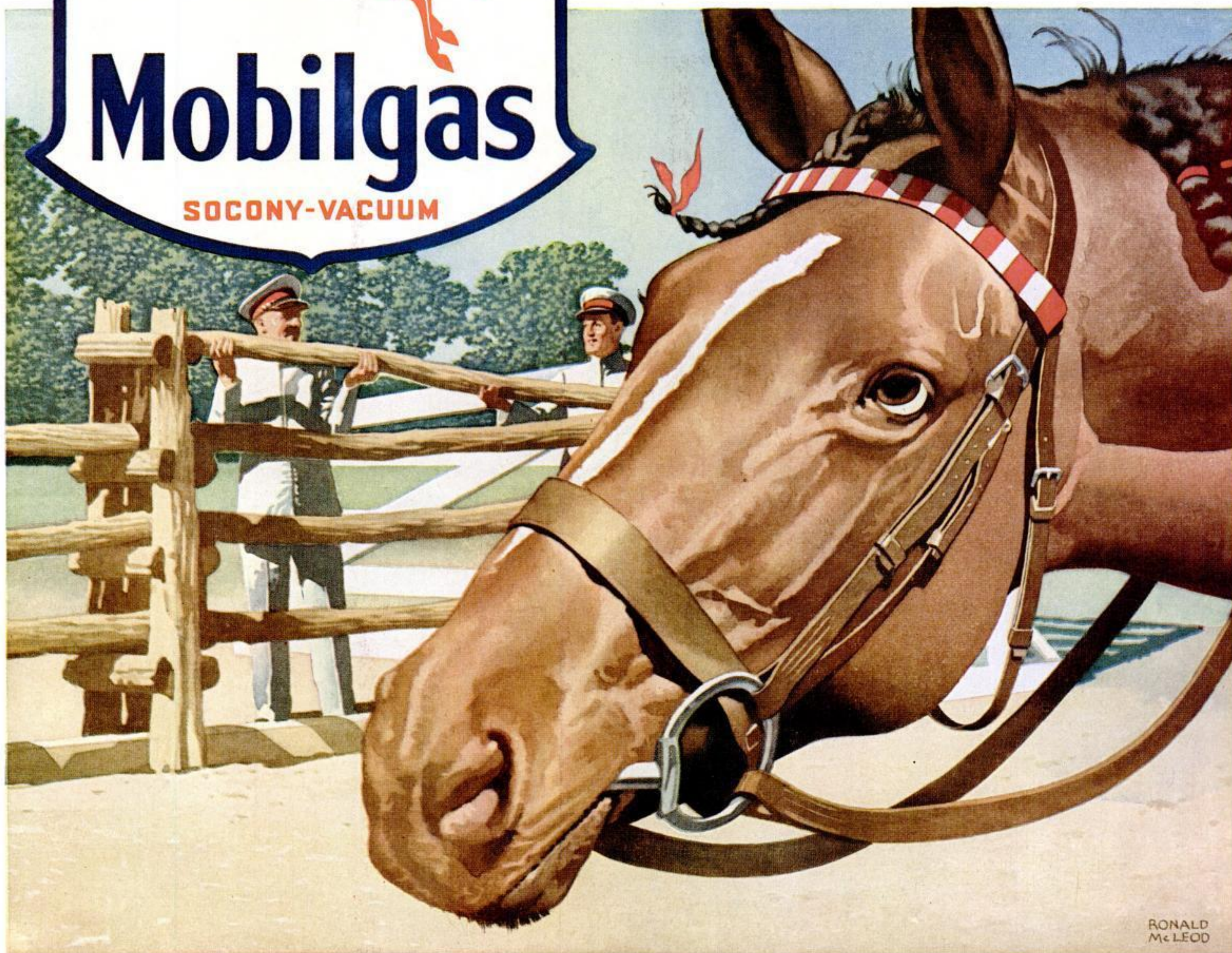
**NEW SEALING THROUGHOUT BODY** against dust, water, heat and noise.

**SPRING COVERS, big 6-inch tires, coil front springs**—standard equipment on even the lowest-priced models.





“Wish I had  
his Wings”



RONALD  
McLEOD

The Flying Red Horse has power, pick-up, pep, and a lot more! You get all good gasoline and oil qualities when you buy Mobilgas and Mobiloil for your lively, modern car!

Do you know why the “Flying Red Horse” has wings? It’s to *symbolize* its tremendous power.

Mobilgas is made especially for your fast-firing, modern engine. In traffic, on hills, down long stretches...it delivers the pep, power, and long mileage you want!

That’s because it atomizes quickly, burns cleanly, sends full power to *every* cylinder with split-second precision.

And it does this *quietly*. Mobilgas is high in anti-knock quality...guards

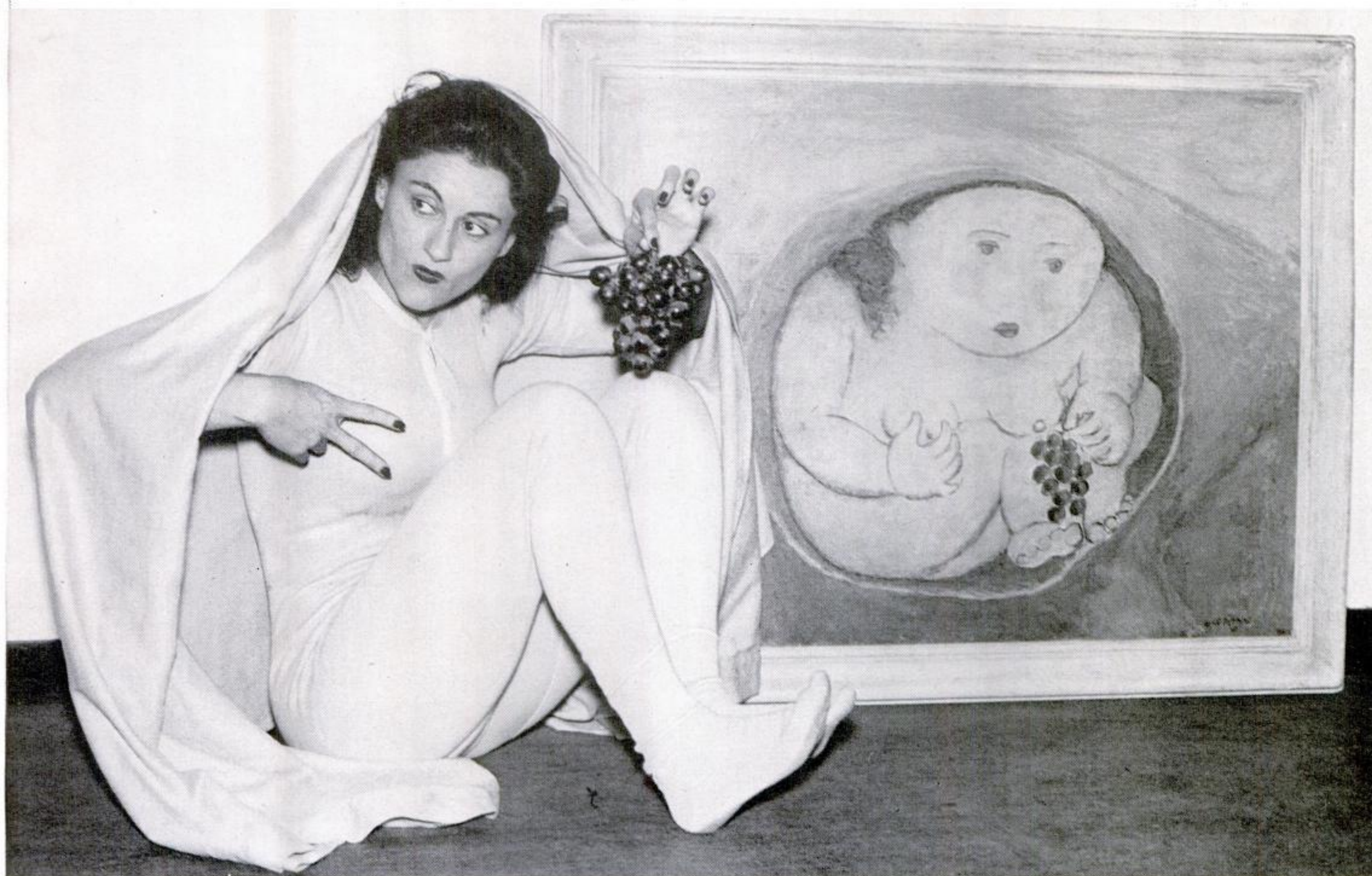
against sputtering and “pinging”!

See your Mobilgas Dealer for a tankful. Get the gasoline that delivers...

1. Quick starts despite cool engine.
2. Fast warm-up—rapid acceleration.
3. Freedom from vapor-lock—no stalls.
4. Minimum crankcase oil dilution.
5. High anti-knock value.
6. Cleanliness—freedom from gum.
7. Full, smooth power under all conditions.
8. Long mileage—economical operation.

SOCONY-VACUUM OIL COMPANY, INC.  
AND AFFILIATES  
Magnolia Petroleum Co.—General Petroleum Corp. of Calif.





MARIE HIRSCH, A CHECK GIRL AT THE FINE ARTS BUILDING, CURLS UP IN LONG UNDERWEAR TO DUPLICATE GEORGE CONSTANT'S PAINTING, "YOUNG GIRL WITH GRAPES"

## ARTISTS IN ACTION AT THE SAN FRANCISCO FAIR THROW PARTY TO KID ART

Artists have a peculiar genius for having fun. From the Beaux-Arts Ball in Paris to the Architects' Ball in Chicago, artists' parties have set the mark for ingenious decorations and costumes—if any.

Last month all the artists who worked in the big bull pen at the San Francisco Fair's Art in Action exhibition (LIFE, July 29) threw a costume party, demonstrated again how adroitly they can turn their talents from art to fun. Invitations rhymed:

*Come as a picture from the Fine Arts show,  
An apple by Cézanne—a potato by Van Gogh,  
An Old Master in Action, a thigh bone by Dali,  
But there'll be no Sanity in Art by Golly.*

Party began at 10 o'clock in Fine Arts hall, ended well after dawn. Guests represented every kind of painting at the show from Renaissance to Surrealist, with a vast majority going wildly modern. Here you see them posed by the pictures that inspired them.



"Masquerade" by Luis Alberto Acuña of Colombia inspired these three young ladies wearing goggles, funnel, false nose, chamber pot.



"Hotel Valet" by Chaim Soutine is depicted by Lilian Berggruen, wife of accordion player (next page).



"Apples" by Cézanne is reproduced by Elizabeth Ginno, etcher, who stuck plaster props on her back, found it hard to sit down.



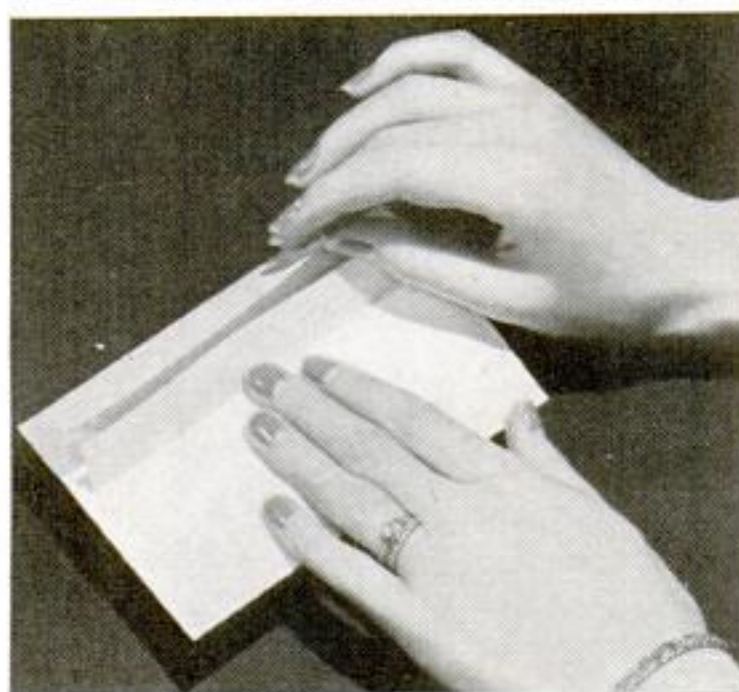


LADY...  
SPARE YOUR  
TONGUE!



**MARY:** My poor, tired tongue! It's taken a beating—licking all those envelopes!

**JOHN:** Come around the corner with me. I've found just the remedy for that.



**MARY:** This is bliss! Just Lift the lower flap up, and Press the upper flap down, and the envelope is sealed!

#### FREE—FULL-SIZE PACKAGE

For a free sample—full-size package of Self-Seal Envelopes and white linen note paper to match—send your name and address, and the name of your stationery dealer, to: United States Envelope Co., Springfield, Mass. Include 3c stamp to cover postage.



**JOHN:** There you are! Guaranteed to take all the grief out of correspondence.

**MARY:** Envelopes that seal with a touch? John—they're marvelous!

**W**HY bother with all the inconvenience of old-style envelopes when you can use Self-Seal? These modern envelopes seal securely with a touch of the finger-tips. No moisture, no messiness, no tired tongues!

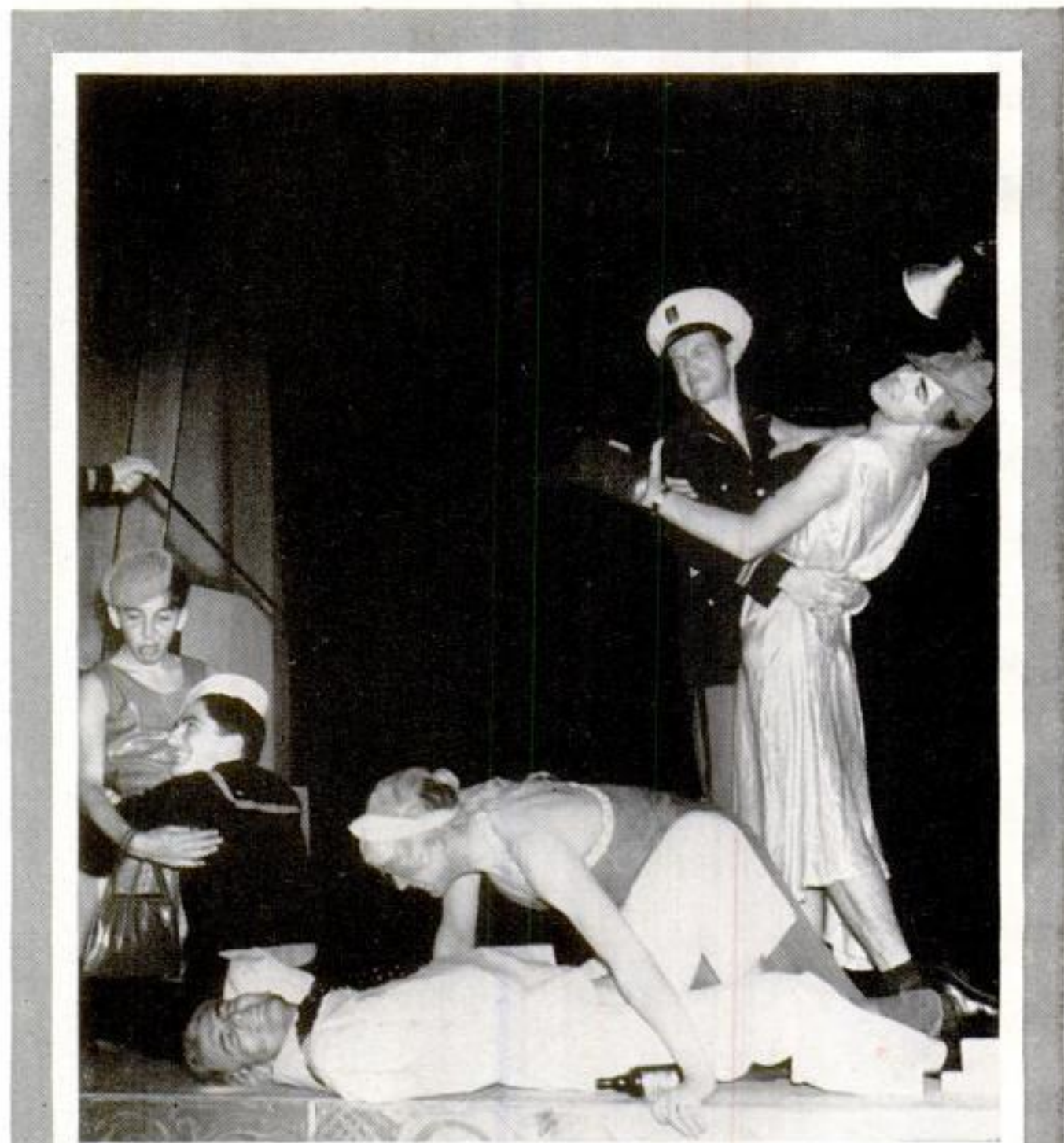
Self-Seal Envelopes are available at popular prices—with paper to match or separately—wherever stationery is sold. Featured in boxes of Kellogg's Fine Writing Papers. Also in commercial form for office use.

SELF-SEAL ENVELOPES

#### Art party (continued)



"Making Music" by Bernard Karfiol of New York was an easy inspiration for Heinz Berggruen, Publicity Director of the Fine Arts Building. The accordion was not a mere ornament. Berggruen played it during the evening for singing and dancing.



"Sailors and Floosies" by Paul Cadmus is rendered by guards at the Fine Arts Building. Painting (below) was removed from show when club women protested, was hung again when Director Pflueger said it was good art.





"Stillife in Action" is an original creation by Louise Thielen who showed ceramics at the Art in Action exhibit. Louise stuck her head through hole in canvas which she balanced on her shoulder. The principal action consisted of Louise eating roll.



"Rivera" meets Rivera when Timothy Pflueger (left), director of the art exhibit who came as Diego Rivera, confronts the real Rivera (right). During most of the night Diego perched on his scaffold painting murals while the party carried on below him.

*She's 2 Girls in One*

**HER Gift MUST BE PRACTICAL**  
**HER Gift MUST BE EXCITING**  
*A Cavalier CEDAR CHEST Satisfies Both!*



**\$24.95**

SLIGHTLY HIGHER IN FAR WEST

There is a Cavalier Chest to suit every taste

Enchantingly modern! Walnut and New Guinea wood veneers over red cedar, fitted with tray in lid. Keepsafe key-combination lock and other exclusive Cavalier features.

Streamlined Modern



Quaint Early American Maple



Classic Colonial Mahogany



**D**ual personality? Every modern miss has it! She wants every cent to count, yet she wants something glamorous . . . out of the ordinary. Seldom can BOTH girls be satisfied with ONE gift. Yet a Cavalier cedar chest does it . . . That's why the thoughtful man chooses a Cavalier.

Go to your favorite furniture or department store—buy the one wanted gift—and be sure that it's a genuine Cavalier!

Send for Cavalier's BRIDE'S Book. Everything you'll need to know about Wedding Arrangements, etc., complete in this lovely booklet.

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 MANUFACTURERS OF CEDAR CHESTS  
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**Cavalier CORPORATION**  
**CHATTANOOGA, TENNESSEE**



Cavalier Corporation  
 Chattanooga, Tennessee  
 Enclosed find 10c. Please send me your booklet "The Bride's Book."  
 Name .....  
 Address .....  
 City .....  
 State .....





WILLIAM BUNN AT HOME IN IOWA CITY SQUATS BEFORE THE CENTRAL PORTION OF A NEW MURAL HE IS NOW PAINTING FOR POST OFFICE IN HICKMAN, KY.

## WILLIAM BUNN'S MISSISSIPPI STEAMBOATS RECALL THE GLORIES OF BYGONE DAYS



BUNN MAKES MODEL BOAT TO GUIDE HIS PAINTING

"When I was a youngster," says Painter William Bunn who grew up in Muscatine, Iowa, "my buddies and I always headed for the river after school. We would row across to the Illinois shore or out to Towhead Island where Mark Twain used to play as a boy. We absorbed all the sights and smells and sounds of the Mississippi . . . it was the one great dominating influence of my life."

This river influence had made Bill Bunn at 30 a specialist in painting oldtime Mississippi steamboats. His murals are to be installed in Iowa and Kentucky, and next year he will hold his first one-man show in New York City.

Bunn's boats evoke a vanished era in American life when the great floating palaces set a standard for elegance. They served the finest Southern cooking. At night as the dark shores slipped by, their decks were aglow with lanterns and passengers danced to banjos. In the sunlight they glistened like

wedding cakes with their gilded gingerbread. Almost every trip brought adventure. There were gamblers aboard. Courtships flourished in the long lazy days. Rich planters, who were given free trips as a bonus for their shipments, sometimes took their wives, sometimes did not. Once in a while one of the boats exploded and burst into flame. At the end of the run, gay as a foreign capital, was New Orleans.

With a historian's zeal, Bill Bunn reconstructs his steamboats from old drawings and photographs or from boat-builders' original plans. He paints them in a clean, ship-shape style that shows his five years of study with Grant Wood in Iowa City. This month Bunn and his 19-year-old wife will sail their own boat from Lake Itasca, where the Mississippi begins, 2,500 miles down to New Orleans. If they run out of money, Bunn says he will do portrait sketches on the way or set up his portable Punch and Judy show and perform for youngsters along the river front.



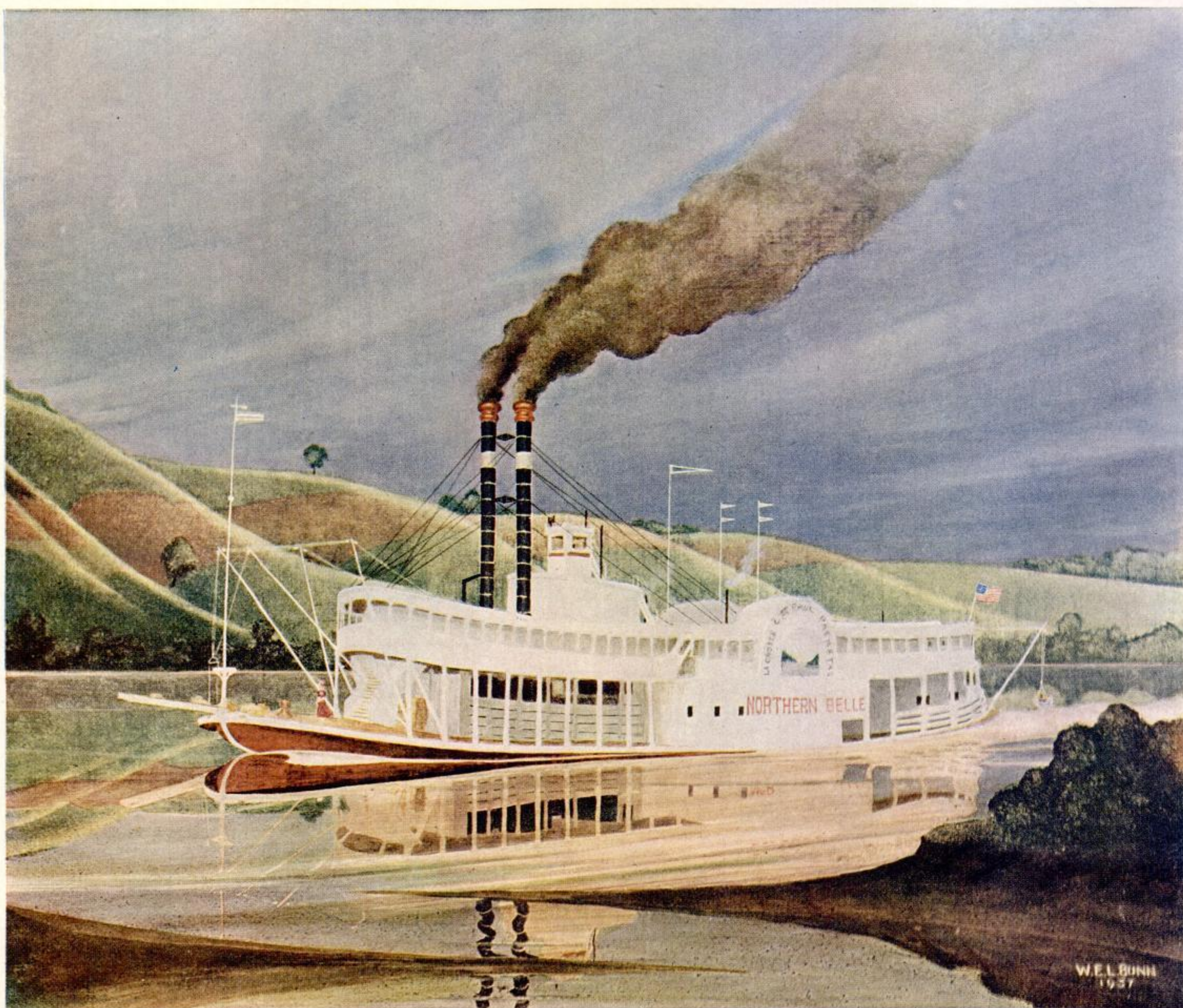






"City of St. Paul," a good sensible side-wheeler, wears a collar painted on her smokestack to show that she belongs to the White Collar Line. She used to chug along the Mississippi above Dubuque where the shores begin to close in with dark forests. Like most Mis-

issippi packets, the *St. Paul* carried both passengers and freight in the days when you could float down the river on a raft unimpeded by tugs or barges. Artist Bill Bunn was assigned to paint a similar steamboat mural for a postoffice in Hickman, Ky. (LIFE, Dec. 4).



"Northern Belle" is more highfalutin than her sister ship above. On the glassy river she proudly reflects her high decks, flags and fancy landscape painted over her sidewheel. Bunn describes how he began work: "The background is a spot about 14 miles above

my home town, Muscatine. One day I rowed out to explore an island in the river, when, looking back toward the Iowa shore, I was struck by this characteristic configuration of river bluffs. I made a sketch on the spot. Later I painted in this boat because of her lovely name."





It's made of steel...and of mince pies, movie tickets, and a chiffon dress!

...and all the other things that you ...and Mother and Dad...and every other member of the family gave up to save up for that proudest of your family possessions, *your motor-car!*

Now that you've got it...now that your sacrifices have placed that dream-come-true before your doorstep...what will you do to take care of it? To protect your important investment?

Here's the first thing for you to think about: underneath that shining hood is the heart and soul of your car...the motor. And that's where the *vital* matter of the right oil comes in.

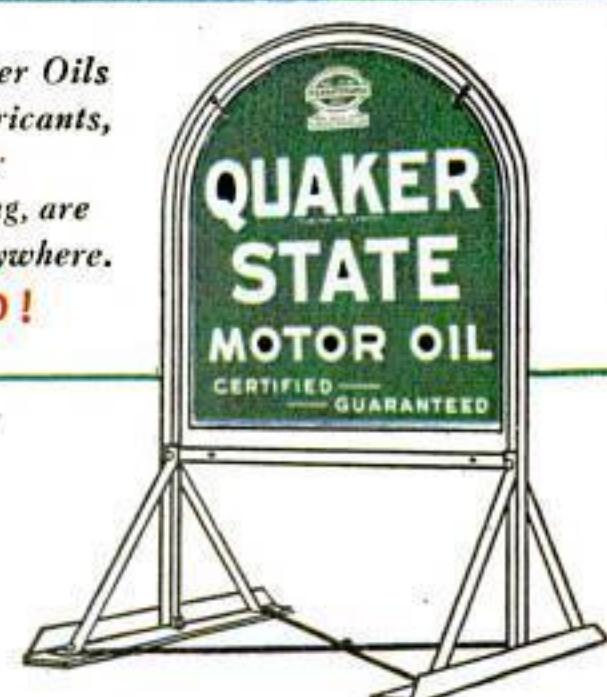
The difference in cost between just oil and the *finest* oil is trifling. But compare the difference in performance?...ah! that's no trifle.

And remember, only a part of this difference is immediately apparent...part of it shows up months and even years later in repair bills you may never have to pay...in a higher trade-in allowance you may some day collect on an old car that has stayed miraculously young.

To make Quaker State, the cream of Pennsylvania crude is processed in four great modern refineries under impressively precise methods of control.

But you can forget the technicalities if you will just remember the name...Quaker State. And the green-and-white service station sign! Quaker State Oil Refining Corporation, Oil City, Pennsylvania.

Quaker State Winter Oils and Superfine Lubricants, especially made for cold-weather driving, are now available everywhere.  
**BE PREPARED!**



*Trust your car to the Oil of* **CHARACTER**



A NATIONWIDE CONTEST OPEN TO ALL  
Enter **BRUNSWICK'S 8 WEEK**

**\$50,000.00**

RED CROWN

**Bowling Carnival**

Anyone can win!  
Just bowl three games

No charge, other than  
the cost of bowling

Oct. 12th to Dec. 7th

**17,526 CASH AND OTHER AWARDS!**

EVERY WEEK

**2,190**

**PRIZES**

6 prizes of \$100.00  
6 prizes of \$50.00  
12 prizes of \$25.00  
60 Brunswick Mineralite Bowling Balls  
150 Pairs Brunswick Bowling Shoes  
1356 Brunswick Sharpshooter Trophies  
600 Free \$1.00 Bowling Coupon Books

**6 GRAND PRIZES OF \$1,000.00 EACH**

**CALL WESTERN UNION**  
for names of bowling establishments featuring this Bowling Carnival, or enter where you see this sign.



**EASY TO ENTER—START ANYTIME—ALL YOU DO IS BOWL 3 GAMES IN OPEN PLAY**

Enter now! Enter often! Every week, for 8 consecutive weeks, there's a new Carnival contest. The more frequently you enter and bowl, the more opportunities you have to win prizes. So bowl and enter often—several times a week. And get in early, start October 12th. All you need to do to compete is bowl three lines in open play and enter your scores on an official contest entry blank.

You'll feel "at home"! Men and women of all ages—experts, beginners, and average bowlers—all will be in this contest. All have an equal opportunity to win! So feel

no hesitancy about entering, even though you've never bowled before! You will compete only with other bowlers of your ability. Mornings and afternoons, or Saturdays and Sundays are especially good times to participate in the Carnival—enjoy wholesome fun on uncrowded alleys.

**Lessons—instructions—help for beginners.** In every official contest bowling establishment, you will be able to get advice on ways of improving your score. Locate your nearest official establishment through Western Union and enter today.

● **Improve your game—have more fun—by owning your own Mineralite Bowling Ball, made to "fit like a glove!"**

**HIGH SPOTS FROM THE RULES**

1. There will be six classes of competition from beginners to experts. The score you bowl in 3 consecutive games will determine the class in which the entry will be judged.
2. There will be eight weekly contests for each of the six classes, beginning October 12th. The prize list in each class is the same.
3. Maximum prize award to any one contestant is limited to \$1200.
4. Double weekly cash awards for winning entries in special "target number" event.
5. Decision of the judges on all matters affecting the contest will be final.



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## SPECIAL CONTESTS

for Duck Pin, Candle Pin and Rubber-band Duck Pin Bowlers in those districts where these games are popular. Ask your Bowling Establishment Proprietor for special entry blanks in these events.

**ENJOY AMERICA'S MOST POPULAR INDOOR SPORT—15 MILLION MEN AND WOMEN BOWL REGULARLY**

**EXERCISE!**



BOWLING'S JUST WHAT I NEED FOR WINTER EXERCISE. YOU BET I'M GOING TO ENTER THE CARNIVAL.

BEGINNER  
MISS THEODORA LAMB,  
SOUTH PASADENA, CALIF.

**FUN!**



OUR WHOLE WEDNESDAY NIGHT LEAGUE IS STAYING AFTERWARD TO ENTER THE CARNIVAL. SOUNDS LIKE A LOT OF FUN.

AVERAGE BOWLER  
MR. W. G. HALL  
ATLANTA, GA.

**MONEY!**



I JUST BOUGHT A NEW MINERALITE BALL - I THINK THE TWO OF US TOGETHER CAN COP SOME OF THAT DOUGH.

"200" BOWLER  
MR. ARCH DAVIS,  
CHICAGO, ILL.





GRADUATE OF U. OF C. AGRICULTURAL SCHOOL TENDS HIS FLOWERS IN A LOS ANGELES COUNTY FIELD. CALIFORNIANS DISLIKE PROXIMITY OF JAPANESE FARMS TO OIL WELLS

# THE NISEI

## CALIFORNIA CASTS AN ANXIOUS EYE UPON THE JAPANESE-AMERICANS IN ITS MIDST

The shadow of the treaty by which Japan joined Germany and Italy in military alliance fell no more darkly over Washington last week than it did over the flowered fields and coastal cliffs of Southern California. To Americans in the West it sounded a summons for increased watchfulness over the big Japanese minority dwelling in their midst. To the Nisei—second-generation Japanese-Americans—it meant more trouble, more discrimination, more work to survive.

For many a month suspicious Californians have disliked the spectacle of Japanese farmers tending fruit and flowers amid oil fields, near airports and aircraft factories. Civilians and naval authorities alike have looked askance on Japanese fishing boats cruising near U. S. warships during maneuvers. Why,

they asked, were Japanese fishermen and cannerymen permitted to live on Terminal Island, within gunshot of the naval operating base at San Pedro? There were rumors that on outbreak of a U. S.-Japanese war the 141,000 Japanese-Americans in this country would sabotage oil wells and bomb factories, that the familiar Pacific tuna fleet would turn overnight into a flotilla of fast torpedo boats, that Japanese fishermen would mine California harbors. Why did Japanese-Americans cross the ocean by hundreds each year to visit their ancestral home? Why did so many radio masts sprout from Japanese homes in California?

These were questions which worried many Americans. But even more they worried the Nisei. For by right of birth the Nisei are citizens of the U. S. Under existing law no Japanese immigrant may

attain citizenship status. But his children may. Today in the U. S. there are only 41,000 Japanese aliens but there are 100,000 Japanese-American citizens who for years have tried to make a place for themselves in U. S. life.

Last week the Nisei sought to answer some of the questions white Americans were asking. They declared that most of the lands they tilled had been farmlands long before drillers tapped the oil stores underneath. They pointed out that their slow old fishing boats had been locally built, were physically unable to carry the heavy air-compression machinery required to discharge torpedoes. They insisted they loved America and were ready to fight in its defense. But many Californians still wondered. For more pictures of the Nisei in Southern California, turn page.

**Fishermen's barracks** on Terminal Island all have radio masts. To alarmed Californians, Japanese point out that ship-to-shore communication is necessary in the fishing business.

**Japanese fishing vessels** are often rumored to be torpedo boats in disguise. Navy thinks not, but would like Japanese homes removed from vicinity of new air base on Terminal Island.





## JAPANESE IN U. S. RETAIN MUCH OF ANCIENT CULTURE

The great problem of the Nisei is to reconcile an age-old Japanese respect for parental authority with their own inclination toward Western culture. No people on earth cling more proudly to ancient tradition. But in so doing, Nisei offend many touchy Americans who today are made more than ever uneasy by the activity of any large coherent foreign group in the U. S.

California, home of 96,000 Japanese-Americans, has never been over-friendly to the tireless, acquisitive Orientals who fish in its coastal waters and outwork white men in its fields. Manners and customs, such as those shown in the pictures at right, seem quaint to tourists from Eastern States. To Californians, alarmed by turmoil in the Far East, they serve only as reminders of a vigorous racial unit that can neither be ignored nor absorbed.

In one sense Americans have only themselves to blame for the clannishness of the Nisei. Excluded from white residential neighborhoods, forbidden by California law to intermarry with whites, hired at sub-standard wages, the Nisei have been thrown largely on their own resources. Some adhere desperately to their ancestral language and culture. Others simply try more diligently to make a place for themselves in U. S. life. But all achieve economic independence of a sort. And it is this independence that most infuriates those white Americans who have failed to achieve it for themselves.



In the heart of Los Angeles stands the Japanese garden-shrine. Formerly a tourist attraction, it is now an object of suspicion.



An encounter in Los Angeles' "Little Tokyo" is more often than not characterized by polite Oriental bowing like this.



Japanese restaurants often offend race-conscious Californians who sometimes suspect that menus contain a code.



A baby contest in the best U. S. tradition is held annually at the Maryknoll Catholic Center in Los Angeles. Here Japanese

nuns maintain a children's home and day nursery. Japanese babies are the world's cutest and are lavished with affection.



Episcopal choir singers leave St. Mary's Japanese P. E. church. Sunday school & services are conducted in English.



Legionnaires of Los Angeles' Commodore Perry Post (all Japanese veterans of A. E. F.) leave for State encampment.





In Oriental dress, young Japanese parade through the city. Though they carry American flags, Californians do not like it.



Japanese fencing or *kendo* is taught along with *jujitsu* at classes held several times weekly. Many Nisei prefer baseball.

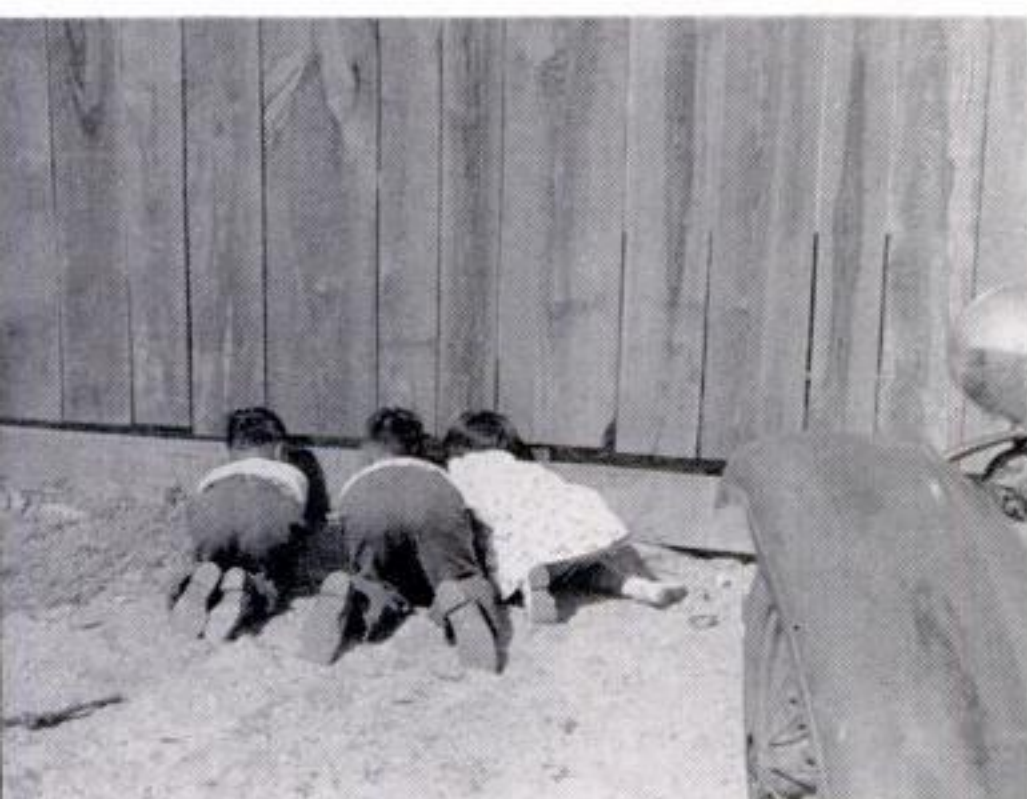


A Buddhist wedding is solemnized at Daishi Mission in Los Angeles. Of Nisei marriages, 65% are Christian ceremonies.

But many a second-generation Japanese-American still defers to parental authority in the matter of choosing a mate.



Pure American drama, deriving nothing from Asia, is staged by girls' clubs of the Los Angeles Japanese Methodist Church.



Rabid baseball fans are these small Japanese children. They are peering under the fence to see a fishermen's league game.



A candlelight ceremony installs officers of a girl's church club in Los Angeles. Nisei as a rule are not admitted to college fraternities.

## WESTERN WAYS APPEAL TO THE YOUNGER GENERATION

**D**rawn between East and West, most of the younger Nisei have taken hungrily to American ways of life. At home to their elders they speak Japanese. But in school, in church, in business, the language of the Nisei is English. And English is the tongue which they teach the Sansei—the third-generation Japanese in the U. S.

During their years in school and college, the Nisei experience little of what awaits them afterward. California universities acknowledge that Japanese-Americans are excellent students, excellent athletes, excellent companions. But few of them are admitted to college fraternities or sororities. And when they graduate, few of them find easy employment in the business or professional world.

At left you see a variety of Nisei activities, indistinguishable in pattern from the American folkways from which they derive. Most second-generation Japanese in this country are proud of their American citizenship. Politically they are divided fairly evenly between Republican and Democratic parties. The Japanese American Citizens League, chief national organization of the Nisei, supported conscription and announced that 16,500 Japanese-Americans were eligible for the draft. Japanese-Americans fought with the A. E. F. in the last war and will fight again, they insist, in the next. But their U. S. citizenship and patriotic loyalties mean little to race-conscious Americans. Their color imposes a barrier which few of them ever manage to transcend.



Styled and  
Made in  
the West

No. 659—Maroon  
Shadow Plaid



*You can't miss*

When You Choose a **PENDLETON** VIRGIN WOOL SHIRT

● And here's why! Selected virgin wool grown in the West—western loomed by one of America's finest woolen mills. Pendletons are styled in a sportsman's paradise—a testing ground for materials, design and workmanship. You can't miss when you choose a Pendle-

ton. \$5 to \$9 at sports, clothing and department stores. Gabardines—or flannels in solid colors, large or small checks and bold or shadow plaids.

**Send for** free catalog, sample fabrics, name of your nearest dealer. Pendleton Woolen Mills, Dept. L-O, Portland, Oregon.

Do you remember the good old songs,  
As you travel down memory lane?  
Remember Ronrico, so mellow and rich,  
A name worth repeating again.



Like old memories, old friendships and old songs, Ronrico Rum has the distinctive mellowness which, in rum, can only be produced with unhurried distilling skill, and lifetime experience.

When you buy rum, the name Ronrico is worth remembering, because the Ronrico treasure of Puerto Rican rum, assures uniform richness . . . unchanging quality. Rum lends itself to a greater variety of uses than any other distilled spirit.

If you would change to a more moderate pace . . . to more enjoyable drinks . . . and save on beverages bills, remember Ronrico.

*remember*  
**RONRICO**  
BEST RUM - BAR NONE

SEND FOR "CHIC'S A TO Z DRINKING GUIDE" RONRICO CORP., MIAMI, FLA. GOLD & WHITE LABELS 86° RED LABELS 90° & 151°  
DISTILLED & BOTTLED BY PUERTO RICO DIST. CO., ARECIBO, P. R. U. S. REP. IMPORT DIVISION, McKESSON & ROBBINS, INC., N. Y.

The Nisei (continued)

## DANGLING BETWEEN TWO WORLDS, THE NISEI



At a Little Tokyo bookstore, three young Sansei ignore papers and magazines from Japan in favor of the U. S. comic strip, Superman. Though most Nisei are inter-



Frank Yamaguchi leaves for work. He is the only Japanese-American employed in the busy Douglas aircraft plant at Santa Monica. Visitors often report him as a spy.



In a Los Angeles dormitory, single girls discuss problems. Among Nisei girls outnumber boys 3 to 1, owing to male habit of importing more docile wives from Japan.



## FIGHT FOR A PLACE IN THE AMERICAN SUN



ested only in being Americans, Japan has not willingly relinquished their allegiance. Official propaganda is constantly exhorting them to visit their ancient homeland.



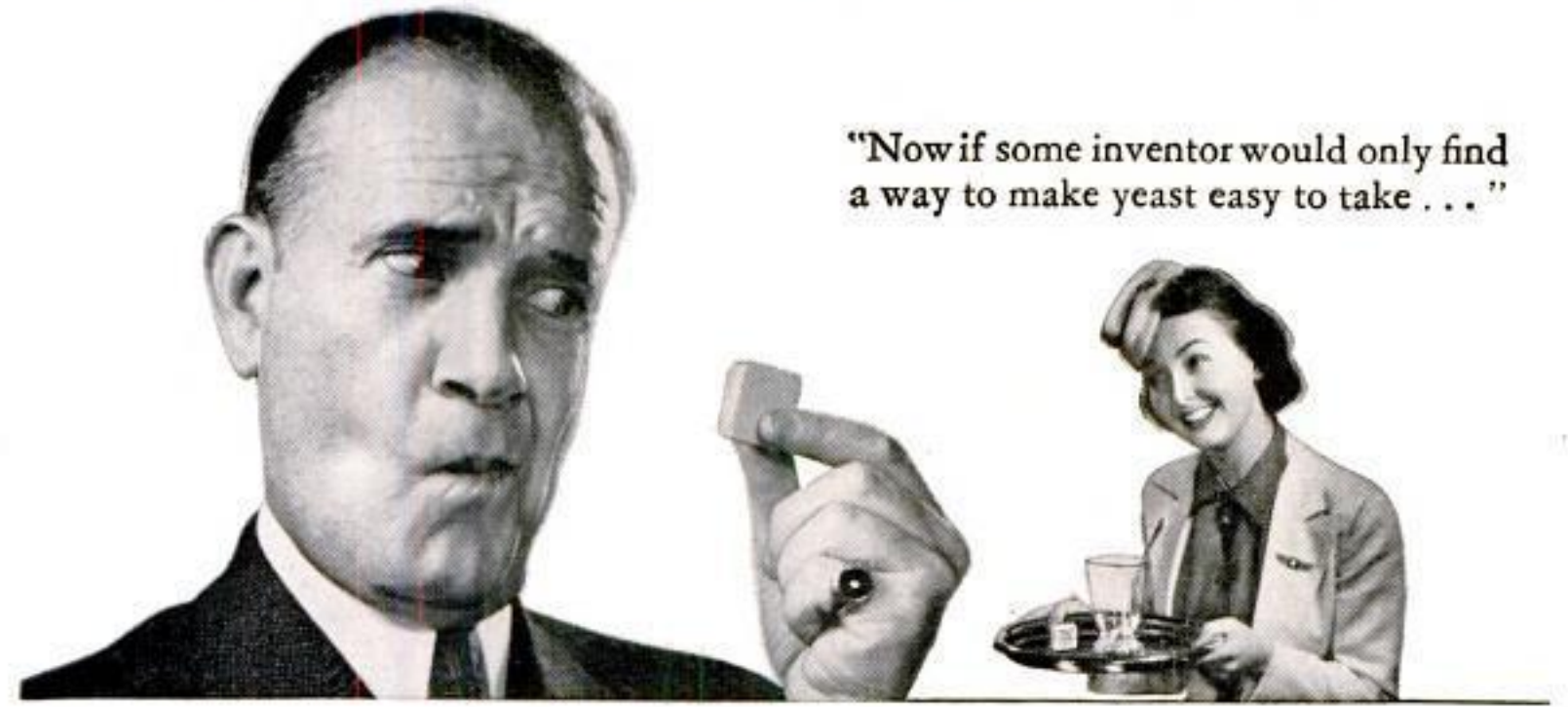
The color line is drawn by real-estate owners who say that white tenants move as soon as Japanese enter neighborhood. Housing is the worst problem of the Nisei.



Back to Japan for study and travel go several hundred U. S. Nisei. Many will spend years there before returning. Californians strongly disapprove of these excursions.

CONTINUED ON NEXT PAGE

## You can learn a lot flying!



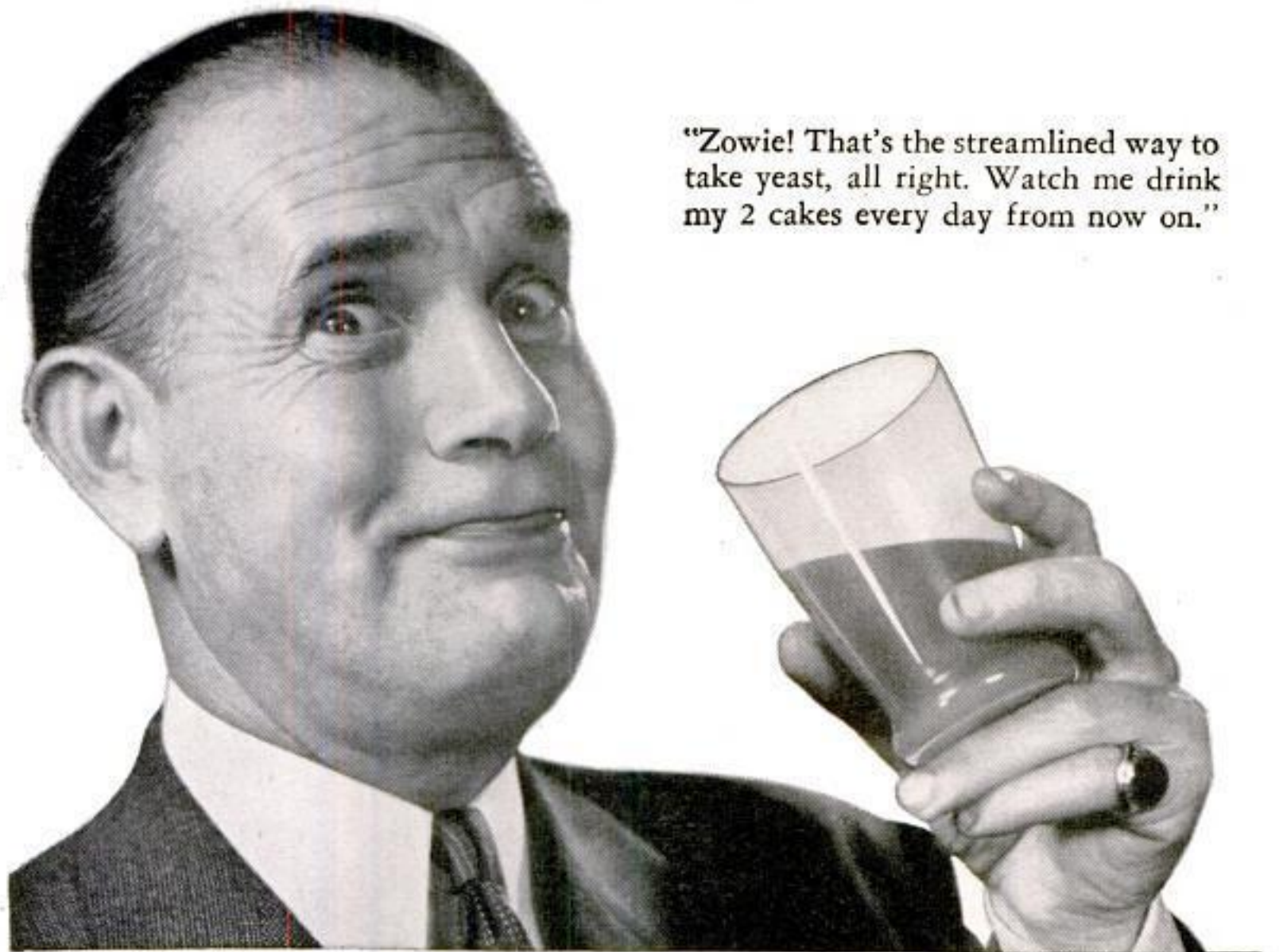
"Now if some inventor would only find a way to make yeast easy to take..."

"But, Mr. Miller, they already have. You drink it this pleasant way:

*Mash* a cake of Fleischmann's Yeast in dry glass with a fork. *Add*  $\frac{1}{4}$  glass cool milk or plain tomato juice or water. *Stir* till yeast is completely blended. *Fill* glass with liquid... stir and drink."



"Zowie! That's the streamlined way to take yeast, all right. Watch me drink my 2 cakes every day from now on."



If you are one of the millions who know what Fleischmann's Yeast can do for you, but never stayed with it long enough to get its full benefit, you'll find it easy to take this new pleasant way. Remember, for daily use, Fleischmann's Yeast is one of the richest of all common foods in the amazing vitamin B complex. Drink it last thing at night... first thing in the morning.



Copyright, 1940  
Standard Brands Incorporated

## Fleischmann's Fresh Yeast

DRINK IT... TO YOUR HEALTH!



# OL' JUDGE ROBBINS



IN RECENT LABORATORY "SMOKING BOWL" TESTS, PRINCE ALBERT BURNED

**86 DEGREES COOLER**

THAN THE AVERAGE OF THE 30 OTHER OF THE LARGEST-SELLING BRANDS TESTED — **COOLEST OF ALL!**



Copr., 1940, R. J. Reynolds Tob. Co., Winston-Salem, N. C.

**MODERNIZE WITH Milder Smoking**

PRINCE ALBERT BRINGS ME UP TO DATE ON THE RICH JOYS OF CHOICE TOBACCO PLUS TONGUE COMFORT — SMOOTH, MELLOW

THE MODERN WAY TO EASY PACKING, EVEN DRAWING, BETTER CAKING, AND A DRIER BOWL — PRINCE ALBERT

P.A. IS THE LAST WORD FOR FAST, STREAM-LINED ROLLED SMOKES, TOO — IT'S CRIMP CUT — THE 'MAKIN'S' SMOKERS' DELIGHT

**50** pipefuls of fragrant tobacco in every handy tin of Prince Albert

**PRINCE ALBERT** THE NATIONAL JOY SMOKE

The Nisei (continued)

## LITTLE TOKYO TURNS OUT FOR NISEI FESTIVAL



Los Angeles' Mayor, Fletcher Bowron, receives an official invitation to attend Nisei Festival, big urban carnival staged yearly by second-generation Japanese-Americans.



Nisei Week Queen, Shizue Kobayashi, is crowned at the Coronation Ball in the Blue Room of Los Angeles' swank Biltmore Hotel. This is Little Tokyo's No. 1 social event.



Coronation Ball is attended by cream of Los Angeles' Nisei society. Its atmosphere is strictly occidental, in keeping with desire of the Nisei for cultural assimilation.

CONTINUED ON PAGE 82





THE OLD NORTHWEST TERRITORY  
won by GEORGE ROGERS CLARK



## THE PART PROVISIONS PLAYED IN THE WINNING OF THE WEST

"Vincennes and Victory" was the battle cry of George Rogers Clark in his fight to defend the Old Northwest Territory for America. Deep was his discouragement, therefore, when he was halted on the threshold of success by lack of food and supplies for his brave band of fighting men.

Into this almost hopeless situation stepped Francis Vigo, a trader, who came to Clark's rescue by outfitting the expedition. Twenty days later, on February 25, 1779, the Stars and Stripes waved over Vincennes. George Rogers Clark, thanks to the timely help of Francis Vigo, had won his fight.

### *Help When It Is Needed Most*

In the defense of a nation—or of a family—provisions play an essential part. Even the military genius of George Rogers Clark and the sterling courage of his men could not carry them to victory while they lacked the simple necessities of life . . . Nor can a dependent family, however

brave their spirit, meet the problems of the readjustment period, following the death of husband and father, without income sufficient to purchase at least their daily necessities.

Many American fathers are finding in the John Hancock Readjustment Income Plan a way to provide at moderate cost a defense against a situation their families may some day encounter. Our booklet, "Two Lives", tells how one typical family is using this plan to solve their problems. For your copy write Department L-8, John Hancock Mutual Life Insurance Company, 197 Clarendon Street, Boston, Massachusetts.

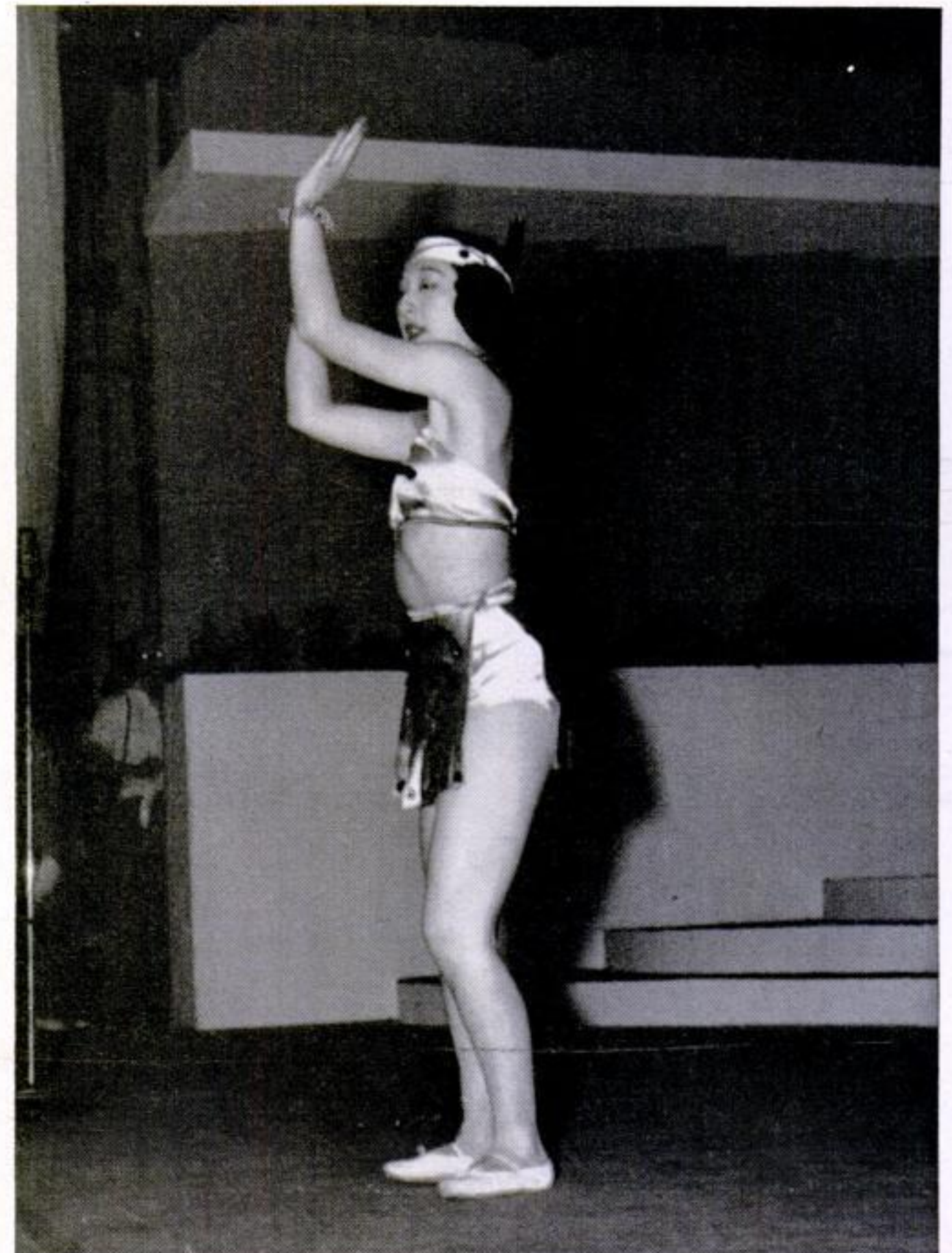
*John Hancock*  
MUTUAL  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS  
GUY W. COX, President



## NISEI WEEK TURNS UP MANY KINDS OF TALENT



A Sansei child performs in talent revue, staged during Nisei Week Festival. Show impartially included torch ballads, hot American swing, ancient Japanese folksongs.



A Nisei dancer sets sinuous Oriental evolutions to Western airs. Japanese voices seldom please U. S. ears. But Nisei girls dance as ably as they play tennis and swim.



**MOM SURE GAVE  
HERSELF A BREAK  
WHEN SHE GOT HER  
WESTINGHOUSE  
IRONER!**



**PHOOEY ON HARD  
WORK! MOTHER  
SITS DOWN AND  
TAKES IT EASY**



**SHE'S THROUGH  
IN HALF THE TIME  
... THEN WE  
GO PLACES**

With a Westinghouse Emperor Ironer on the job, you just loaf through the ironing. The Emperor does the *hard work*. And you don't need to crane your neck, or even bend over, to see what you're doing.

The Emperor irons 500 more sq. in. per minute than ordinary ironers. And its big roll is open and usable at both ends. Irons 4 hankies at a time—or two shirt cuffs at once. Foot Pedal Control leaves hands free.



**POP SAYS HIS  
SHIRTS LOOK  
LIKE NEW**

"Hand iron" finish merely by flicking a lever! That's what turns neighbors green with envy. The roll shuttles back and forth under the big heated "shoe" automatically... producing heat-and-friction ironing action. An elegant finish! No effort!



**OUR WESTINGHOUSE  
WASHER MEANS SOFTER  
PANTS FOR ME, SOFTER  
WORK FOR MOTHER**

Clothes are soft, clean, snowy, washed the gentle, thorough Westinghouse way. Perfectly damp-dried, too! Time Dial tells exactly how long to wash everything, automatically turns off the current right on the dot. No overwashing! No underwashing!



### SEND FOR FREE BOOK

Tested directions for removing stains! New short cuts to easier, faster laundering! Write today to Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, Dept. 227.



**ASK YOUR DEALER  
ABOUT A FREE  
HOME TRIAL. OUR  
DEALER GAVE  
US ONE**

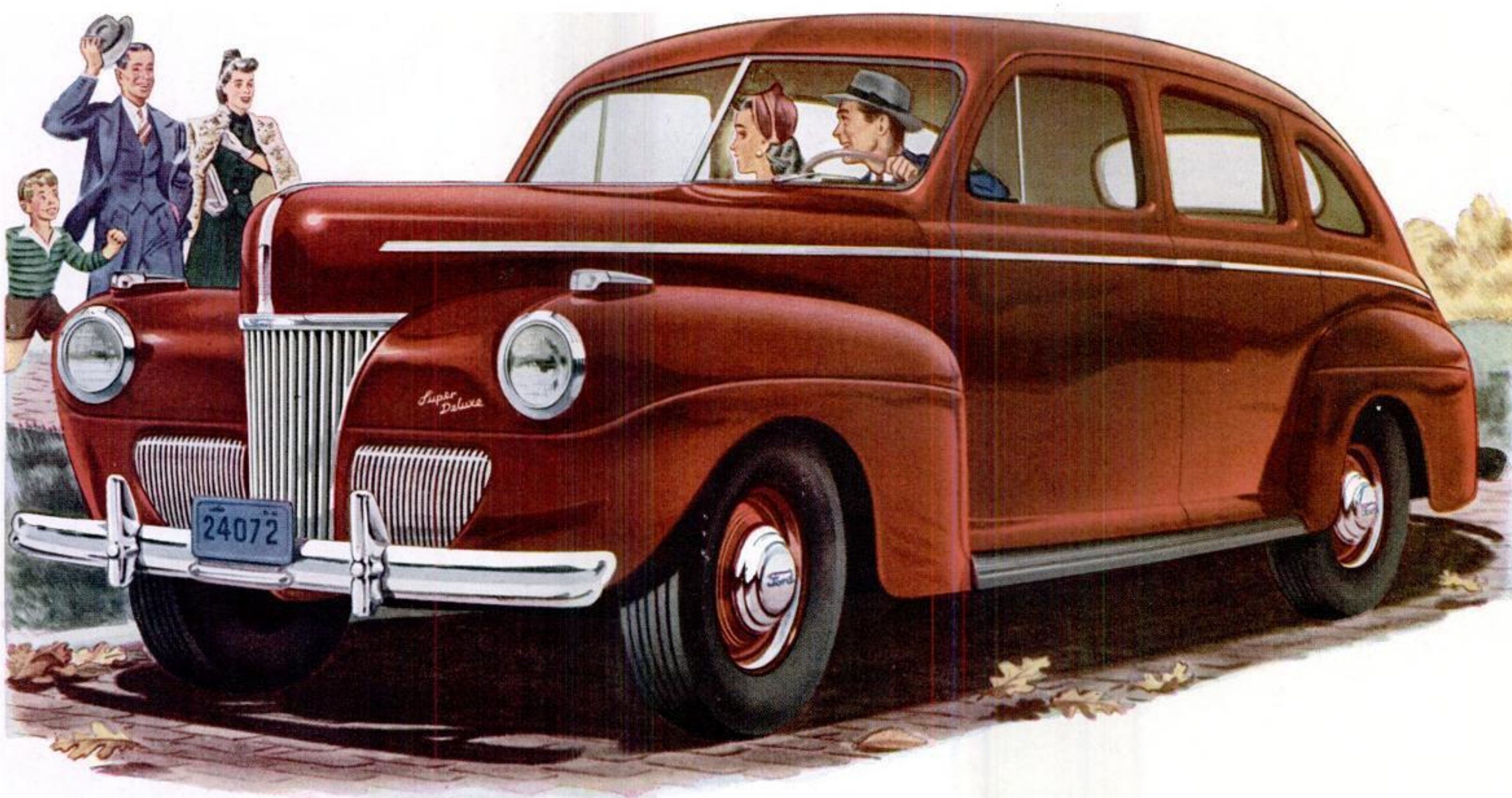


Watch for NATIONAL WASHER AND IRONER WEEK . . . October 19 to 26



# ***A BIG NEW FORD***

## ***WITH A NEW KIND OF RIDE!***



### 1941 FEATURES

**NEW Massive Beauty**  
**NEW Room Throughout**  
**NEW Vision All Around**  
**NEW Faster Acceleration**  
**NEW Stronger, Rigid Frame**  
**NEW Longer Wheelbase**  
**NEW Longer Springbase**  
**NEW Soft, Slower-action Springs**  
**NEW Soft Seat Cushions**  
**NEW Stabilizer Ride Control**

Get the facts  
and you'll get a  
**FORD**

ONE look at the new Ford tells you it is bigger all around. The wheelbase is longer. Bodies are entirely new. Seating room is wider by as much as 7 inches. Windshield and windows are larger; 22% more vision in sedans.

And, with all this has come a new Ford ride. New slower-action springs work more gently — kept in check by big improved shock absorbers. The newly designed stabilizer adds to comfort and helps maintain balance on curves.

This year, more than any other, it will pay you to look at the Ford and take a ride in it. New size and beauty and comfort have been combined with traditional Ford reliability and economy. Only the Ford way of doing business could give you such a car at such a low price.

Your Ford dealer will gladly show you the car and let you drive it. Count on him to offer a generous allowance on your present car. Any way you look at it, the Ford for 1941 means a good deal.



# Sweet Fall



**(A) Hot spiced orange slices with crisp sausage links.** Spike oranges with cloves and glaze with a sugar syrup. Good for any meal. Serve with crisp cornmeal muffins.

**(B) Sausage Stuffing—It seasons as it stuffs.** For turkey or any fowl and excellent with veal. People never get enough dressing—so make an extra dishful. Fine as a lunch dish with gravy and vegetables.

4½ qts. fluffy bread crumbs 3 tbsps. chopped onion  
1½ lb. pure pork sausage meat 3 tps. salt  
2¼ cups chopped celery ¾ tsp. pepper  
3 tbsps. chopped parsley

Use day-old bread. Pull into large, fluffy crumbs. Brown sausage meat well. Add, with drippings, to crumbs and add other ingredients. Mix thoroughly. If dry, add ½ cup hot water. Stuff loosely into bird. Put extra dressing into casserole, sprinkle with a little water, cover, and bake in a moderate oven (350° F.) for about 45 minutes, or until browned around edges. Makes enough for 10-lb. bird and extra bowl.

**(C) Sports Special Sausage-Burger**  
A hale hearty idea when you're off to the game or back from it. For young folks after the movies or the informal Sunday supper. Toasted buns, with lettuce, onion slice and piccalilli and a sizzling sausage patty. Serve "drive-in" style with paper napkin and plate.

**(D) Crepe Saus-ettes**  
Very thin pancakes (your own recipe) wrapped around piping hot pork sausage links. Serve with this orange sauce:  
1 cup orange juice, juice of 1 lemon, ½ cup light corn syrup and ¾ cup sugar, cooked to a syrup consistency.  
Very special for supper, bridge or Sunday breakfast.

**(E) Pork Sausage Links with Lima Beans En Casserole**  
An easy, busy-day dish. Cook dried lima beans till tender in salted water. Season with onion, tomato and bits of sausage, top with sausage links and bake in individual casseroles.

**(F) Pigs in Hay**  
A novel entertainment idea—a paraphrase of "Chicken in the Rough" popular on the Pacific Coast. Hot pork sausage links in a bed of shoe string potatoes. Ideal for "dropper-inners." Fill the bowls in the kitchen and bring 'em in.



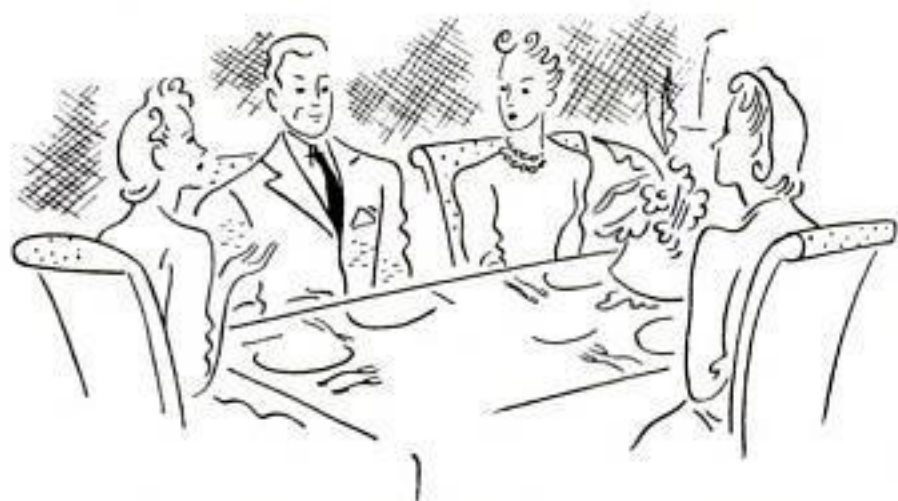
# Music

## Pure Pork Sausage A-Sizzlin' in the Pan

When a man's hungry he often thinks  
Of this man's food: Pork Sausage  
Links.  
Seasoned right to suit a man—  
He loves them sizzlin' in the pan.  
But science proves, that besides fun  
These sausage links have good B-1.  
This vitamin is one you need;  
That it's in pork is now agreed.



*They sound good cooking . . . They smell good on the platter . . . They taste better than that on the fork . . . these golden-brown, savory parcels of pure pork sausage.*



YOUR folks will love you for serving them. You will love the way they put "come-on" variety in your hard-to-vary menus—for breakfast, lunch and dinner. Try the suggestions on these pages and see.

Let's see what pure pork sausage does for the bodies of men, women and children.

Naturally, it's made from pure pork.

Pork is an important and newly discovered natural source of Vitamin B-1 (thiamine), the vitamin so important for growth, appetite and protection against certain diseases.

### MAKING THE MOST OF SAUSAGE

Pure pork sausage is good all the way to the rich, flavorful drippings, which blend so well with other foods. Save the drippings to serve on pancakes with syrup, in good old country fashion. Also use the drippings to enrich the flavor of fried eggs, and for frying potatoes—cottage style or hashed brown.

**Hints on Cooking Pork Sausage Links:** When you fry them, don't pop them into a sizzling hot skillet. Put them in the skillet—with just a little warm

water—cover and let steam over low heat 5 minutes. Drain off water and cook links over low heat, turning frequently, until they are nicely browned and plump.

Or—place the links in a cold skillet, cook over low heat for 12 to 14 minutes or until brown, turning often.

Whichever way they are cooked, be sure they are well done. Brown and lightly crisp is a good rule.

*Always make sure of pure quality and freshness by asking for sausage that bears a recognized brand name.*

It is a rich and dependable source of complete proteins, which keep good, firm flesh on the bones.

It contains iron and copper for good red blood and is rich in phosphorus which works with calcium to help produce sound bones and teeth.

Like all other meats, it is readily digestible.

There is no waste in pure pork sausage—you eat everything but the sizzle.

When you buy pure pork sausage you buy a handy package of all-food—one of the most economical good things you can serve.

There is no trick to cooking it—the only trick is to cook enough.

*At breakfast* it builds you up for the morning. *At lunch* it rests lightly on your stomach but takes you over that four-o'clock hump. *At dinner* it hits the spot in looks and flavor and it sticks to the ribs. *And every smart woman who gives a party* knows how eyes sparkle and faces light up when the pork sausage links are brought on.

All aboard for Pork Sausage Days—happy meals are here again. Your meat-man is featuring them now.

AMERICAN MEAT INSTITUTE, Chicago



**Make a jack-o'-lantern** of a huge red apple, with cocktail sausage links on toothpicks. Or serve them on a tiny pumpkin or squash.





A VIEW TO LINGER OVER! A wide choice of handsome Multi-tone harmonies—not merely in the cushions themselves, but in side panels and instrument

board—are available in the luxurious new Packard interiors for 1941 (as illustrated above in the Packard One-Ten Deluxe Touring Sedan).

## The year's most glamorous "Inside Story"

HERE, IF EVER, is a story worth looking into!

It's a story of new colors . . . harmonies . . . contrasts—just the kind of smart Multi-tone interior you'd expect from Packard, where superlative good taste in design is proverbial.

All told, 261 upholstery combinations are available—122 of them at *no extra cost*. That's like being your car's own interior decorator!

Slip into the front seat for another thrilling chapter in this story—the new Multi-tone "Beaut-

ility" instrument panel! Note the handsome colored plastics (yes—you have a color choice!)

Those lower, softer, deeper seats are an invitation to relaxation. And why not, with so much to see? There's more vision—162 sq. inches more!—and a new, bigger rear window of one-piece curved glass. There's the roominess you've always wanted—dimensions figured in *inches*, not fractions!

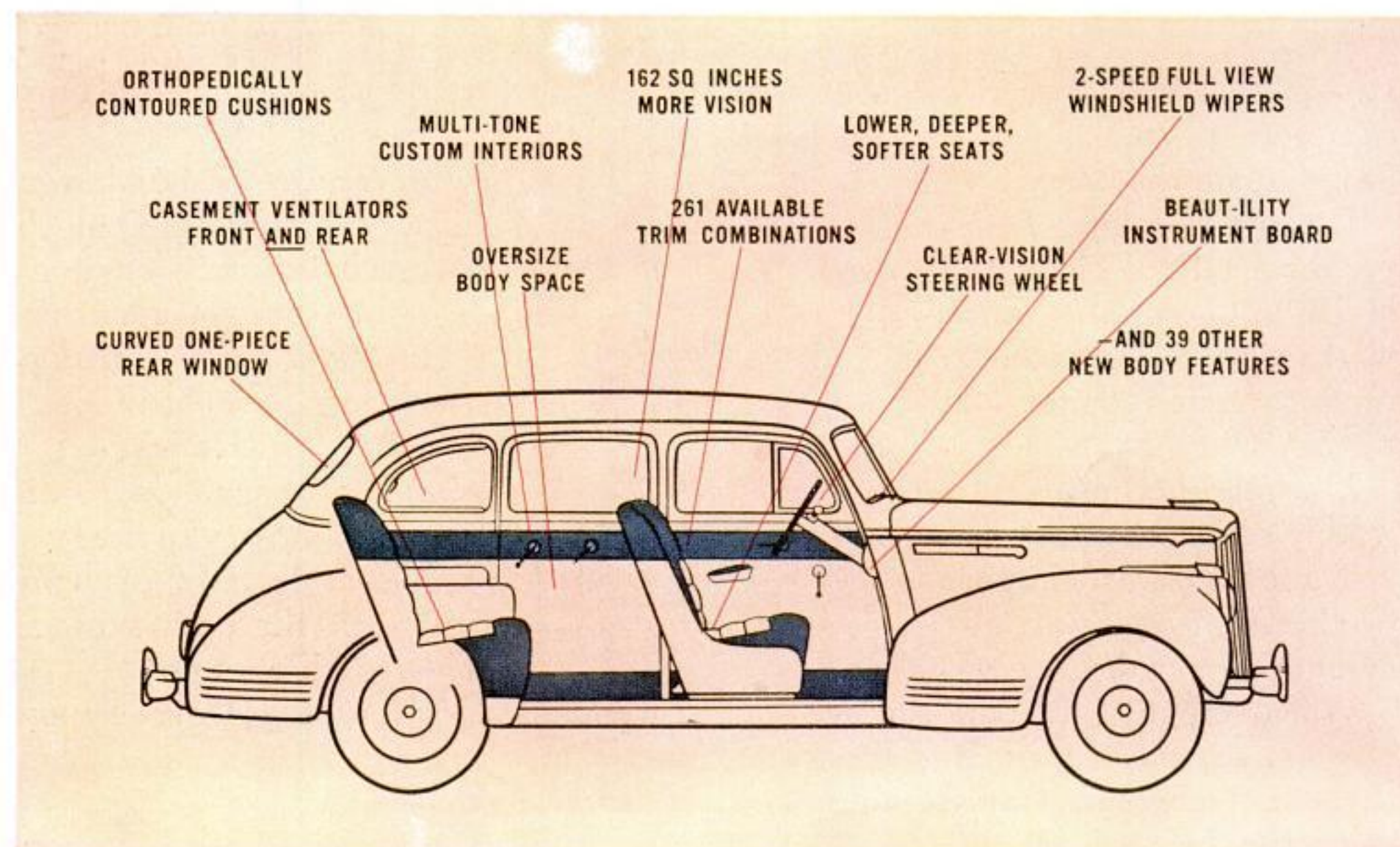
Exciting? Yes! And to even things up, the mechanical features are just as exciting. Try the Elec-

tromatic Clutch\*, which lets your left foot loaf—the car itself operates the clutch! Save money with the Passmaster Engine—10% more economical than even its thrifty predecessor!

Aero-Drive\* boosts your savings still more—one free mile in five! Try Air Conditioning\* (a Packard first) with *real* refrigeration. Try the smoother, mellower Air-Glide ride. All these—and 59 more important new improvements—are yours in this value of values! See it now! *Ask the man who owns one.*

\* Available at extra cost.

## NEW PACKARD — the Class of '41



Just a few of the stunning new upholstery trims—122 offered at no extra cost. See all of them in your Packard dealer's "Color Harmonies" selector.

*P.S.*  
Your Packard dealer has the good news about 1941 prices!





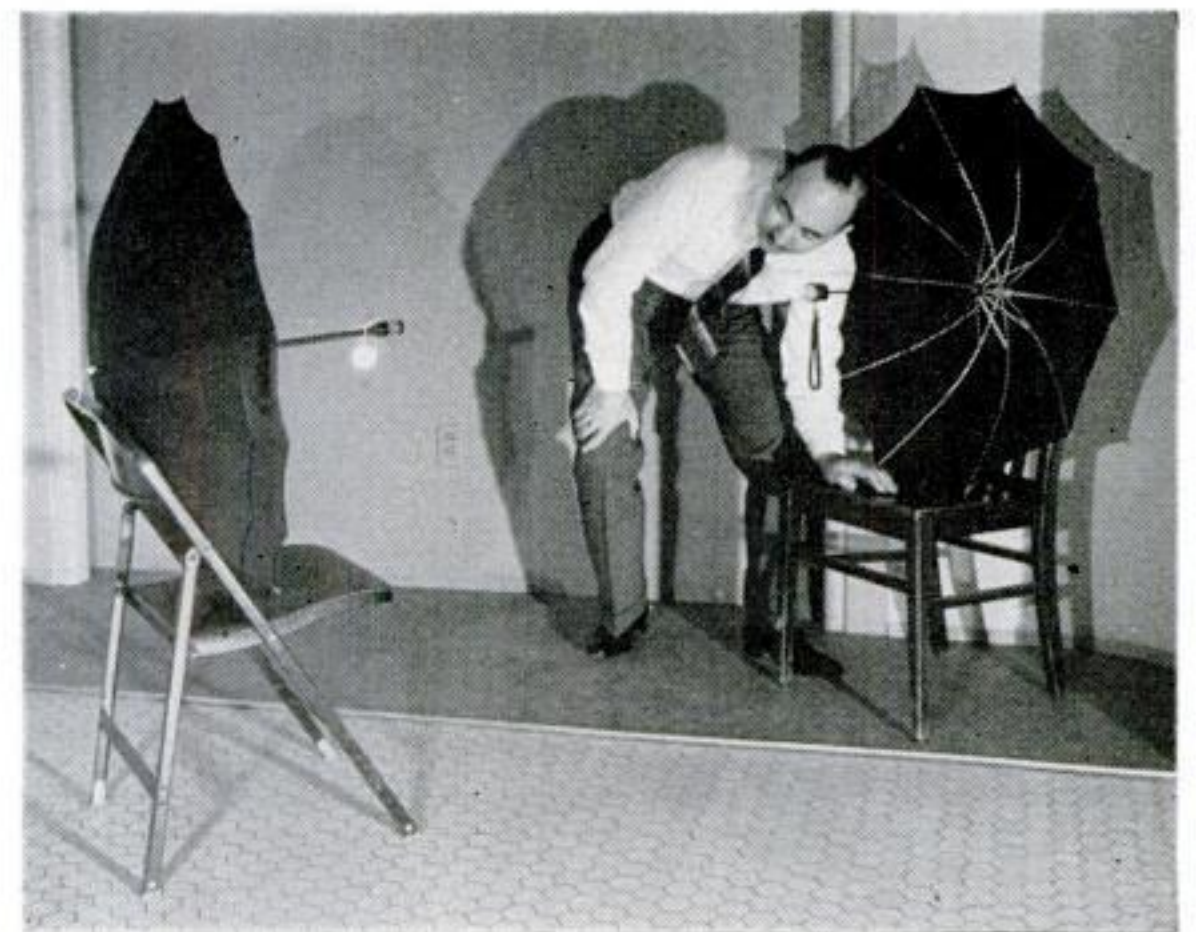
**Tablespoon** suspended by strings from each ear makes a "bong" like church bell when it hits table. The cords

send vibrations to Mrs. Freeman's ears with little loss. Curves of spoon cause complex tones and overtones.

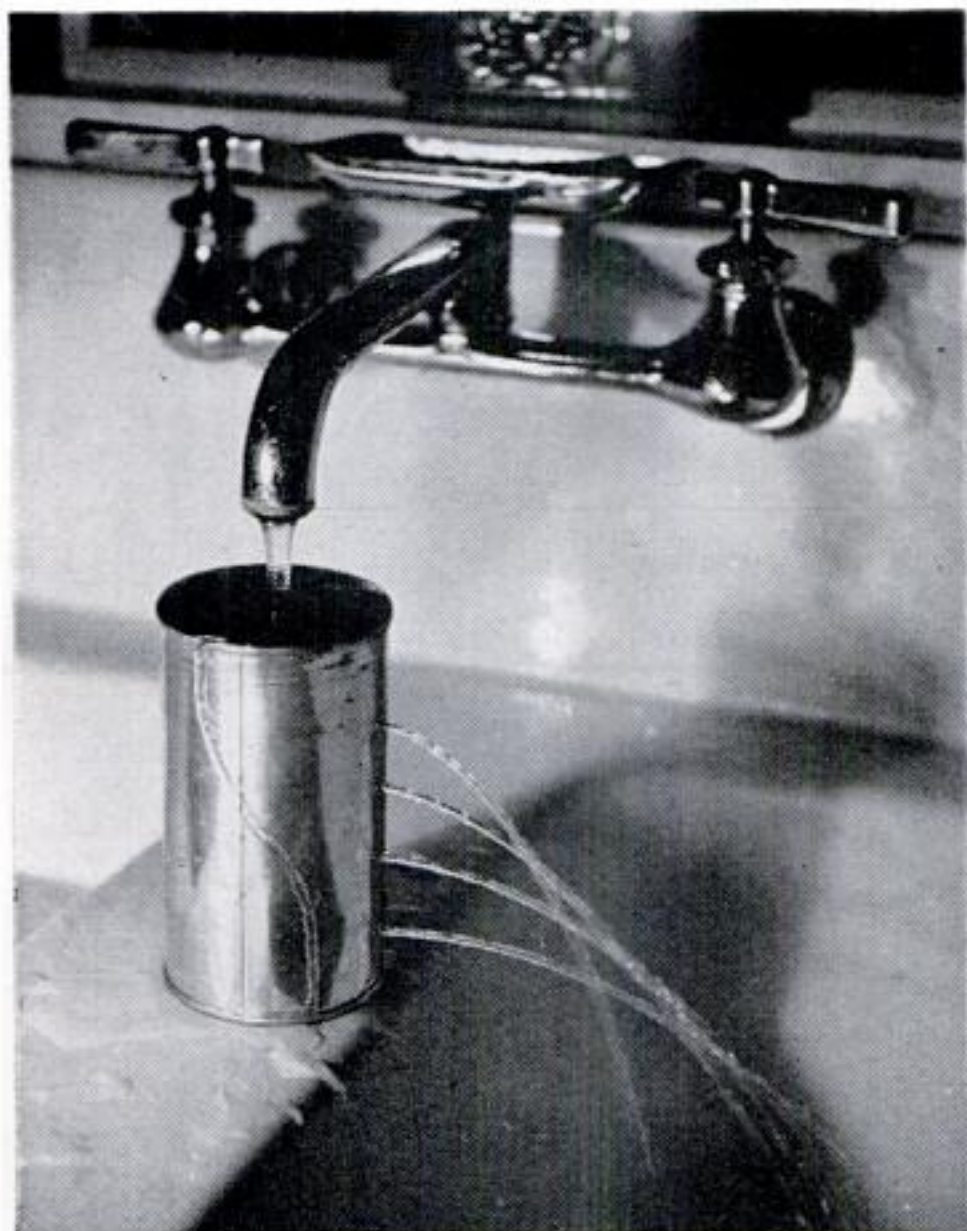
## PROFESSOR SHOWS HOW TO DO EXPERIMENTS IN THE KITCHEN

**L**ike the great American drugstore which became a department store, another familiar U. S. institution, the kitchen, may soon experience a change of life. If the scientists have their way, it will become a combination home-physics laboratory and sleight-of-hand show where a million dinners will go cold and cookery will become as obsolete as the sale of drugs by druggists.

Science is something which Americans have always worshipped as Worthwhile, ever since Ben Franklin used to fool around with kites in thunderstorms. But lately their attitude has changed from wide-eyed wonder to headlong enthusiasm for science in the home. Quick to perceive this thirst for personal mastery of natural laws, the scientists and their publishers have rushed into print, nowhere with more absorbing interest than in Dr. Ira M. Freeman's newly published book, *Invitation to Experiment*. Dr. Freeman is a Chicago professor who several years ago reassured the world that any possible blow-up of the universe was still a good billion years off. In his book he explains in layman's language how readers can demonstrate to themselves, by simple experiments, most of the complicated laws of physics and the principles on which they are based. With reckless abandon he puts within the grasp of any reader the ability to create everything from an optical illusion to a mild electrical storm. On these pages Dr. Freeman and his wife show some of the experiments in which, as he points out, "You may learn something new and have a good time doing it."



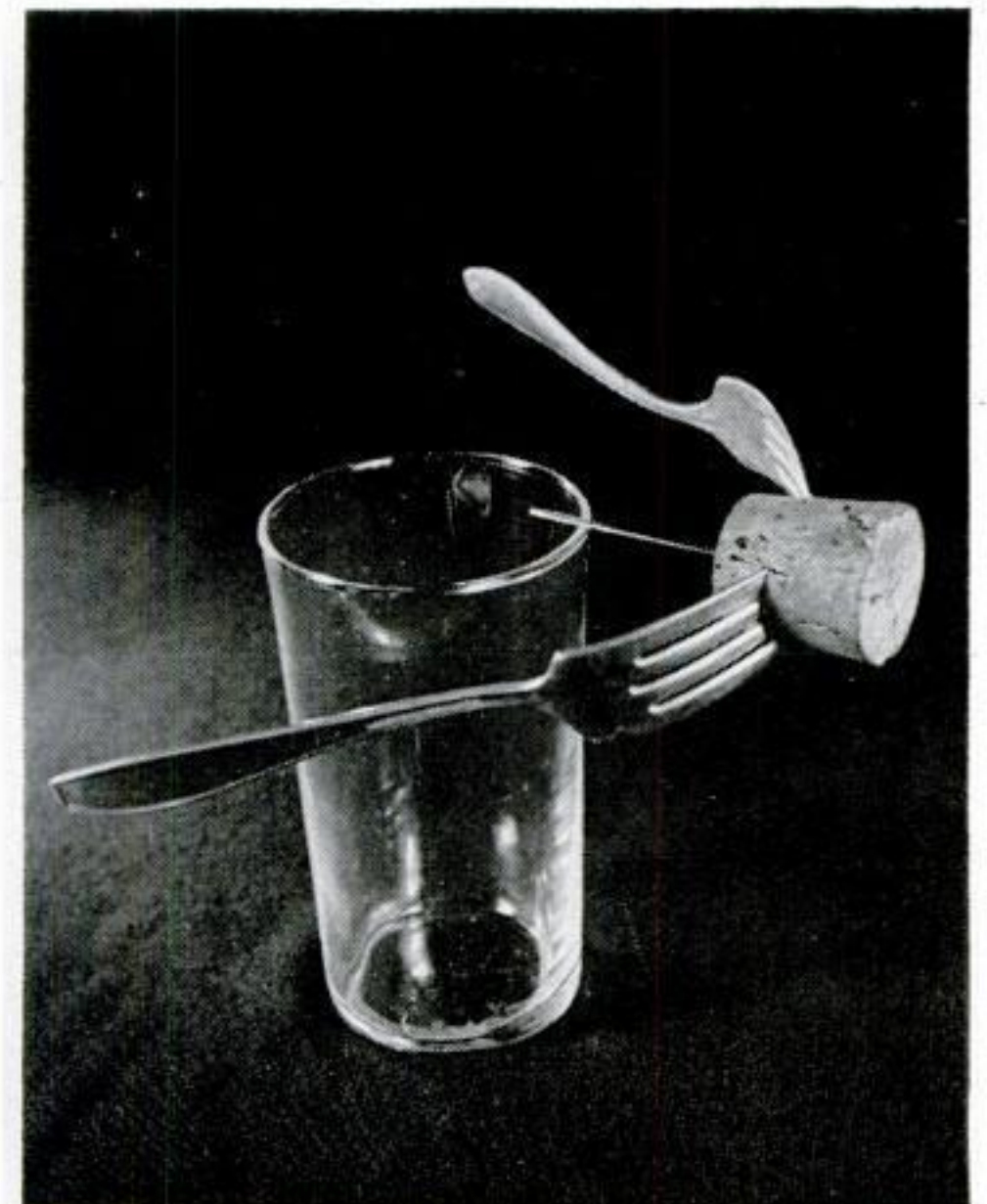
**With two umbrellas** and watch Dr. Freeman makes his own whispering gallery. Ticking can be heard from one umbrella handle to the other.



**A tin can** with holes punched down the side demonstrates that the pressure of water is much stronger at the bottom.



**A soda straw** held back of tilted glass looks broken. Glass slows up the light rays and bends some of them slightly.



**Forks in cork** balance from needle on edge of glass. Balance is easy because center of gravity is below point of support.



## A NEW KIND OF ZIPPER!



Waldes KOVER-ZIP\* gives your sewing a more professional look because it's fabric-covered

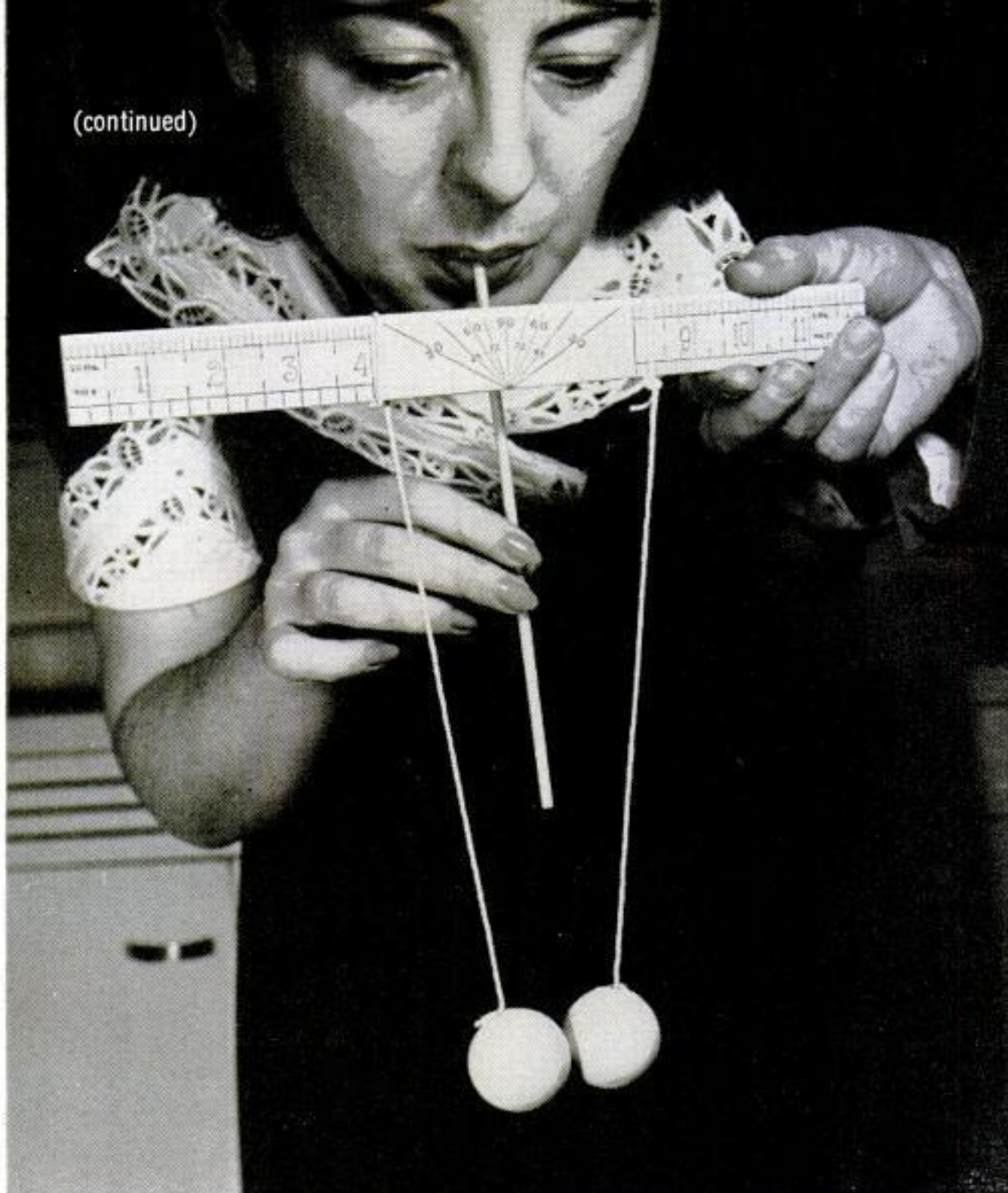
Waldes Kover-Zip is a new and different zipper. It has no exposed metal "teeth" to mar the tailored chic of your clothes! Waldes Kover-Zip is fabric-covered... blends harmoniously with your material in a smooth, *invisible* seam... or serves as smart decorative contrast. It gives your sewing that wanted *look of professional tailoring*. And Waldes Kover-Zip is guaranteed to outlast the life of your garment. Manufactured exclusively by Waldes Koh-I-Noor, Inc., Long Island City, New York.

AT NOTION COUNTERS EVERYWHERE



ASK FOR *Waldes* KOVER-ZIP

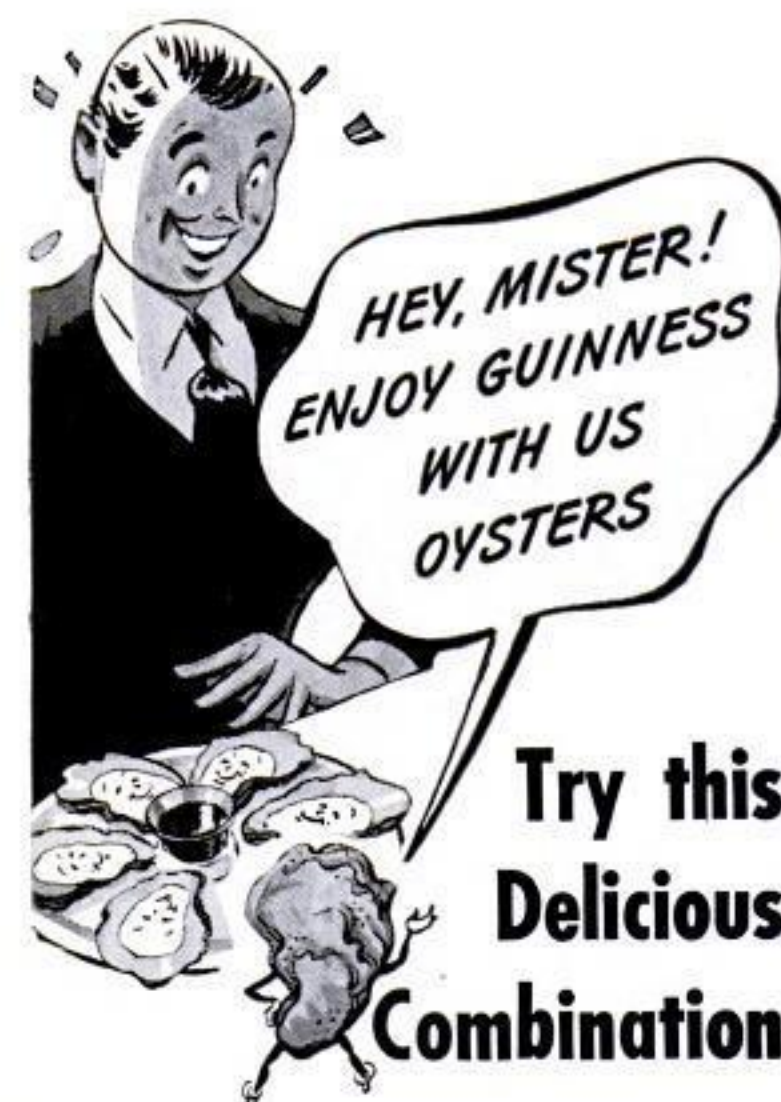
(continued)



Bernoulli's Law of Moving Fluids is demonstrated by ping-pong balls hanging from ruler. When Mrs. Freeman blows through the straw the balls are pulled together because air or water exerts less sidewise pressure when in motion than when quiet.



Amateur wind tunnel with cardboard and pencil shows that the curvature of airplane wing explains lift in flight. Wing is drawn upward into moving air. Below: a card is placed on end of spool. Blowing does not dislodge card because moving air attracts it.



Oysters call for Guinness Stout. And no wonder. The dry, gusty Guinness flavour—so hearty and full bodied—enhances the delicate flavour of oysters.

● GUINNESS STOUT is the largest selling brew in the world. Made in Dublin, Ireland, since 1759. It matures over a year in oak vats and in the bottle until consumed. Guinness is not pasteurized. Nor is it filtered. It thus contains active yeast... all its natural goodness.

## GUINNESS

IS GOOD FOR YOU

W. A. Taylor & Co., N. Y., Sole Dist. U. S. A.  
FREE: Irish Rarebit recipe, also Story of Guinness, 44 pictures; write Guinness Dept. X-240, W. A. Taylor & Co., 10 Rockefeller Plaza, N. Y. C.  
Copr., 1940, W. A. Taylor & Co. GU-240

## TREAT YOURSELF TO TRUE VANILLA

● Inhale its breezy fragrance... then put a drop on your tongue. Notice the full, rich natural flavor! Of course, it's TRUE VANILLA—undiluted.



ASK FOR

**DR. PRICE'S**  
DELICIOUS FLAVORING  
*Extracts*  
VANILLA, LEMON, ALMOND—  
RED AND GREEN FOOD COLORS



# HOW DO YOU LOOK TO THE PRETTY CASHIER?



**WASHOUT?** Do you soak your hair with water to comb it? Water washes away natural oils, makes hair dry out wild, hard to comb and impossible to keep neat. Use Kreml and see the difference.



**SLICKER?** Looks just as bad to go to the other extreme. Hair plastered down with sticky, greasy goo shines like patent leather. Makes your comb messy, your hat band soggy. But not Kreml.



**OLD TOP?** Hair once gone is gone forever and with it goes the appearance of youth. If you still have your hair, use Kreml. It is a marvelous tonic that removes dandruff scales, checks excessive falling hair.



**HEAD MAN!** Give Kreml a trial and see how it keeps your hair looking its natural best. An excellent dressing because it's neither sticky nor greasy, lends luster to hair, makes it easy to comb, holds it in place.

**K**reml the famous tonic dressing removes dandruff scales, checks excessive falling hair, relieves itching scalp. Ask for Kreml at the barber shop, keep a bottle at home for daily use.

**Ladies!** Learn how Kreml puts the hair in splendid condition for permanents, makes permanents look lovelier.

Try Kreml Shampoo too. Made from an 80% olive oil base, it cleanses hair and scalp thoroughly, leaves hair soft and easy to manage.

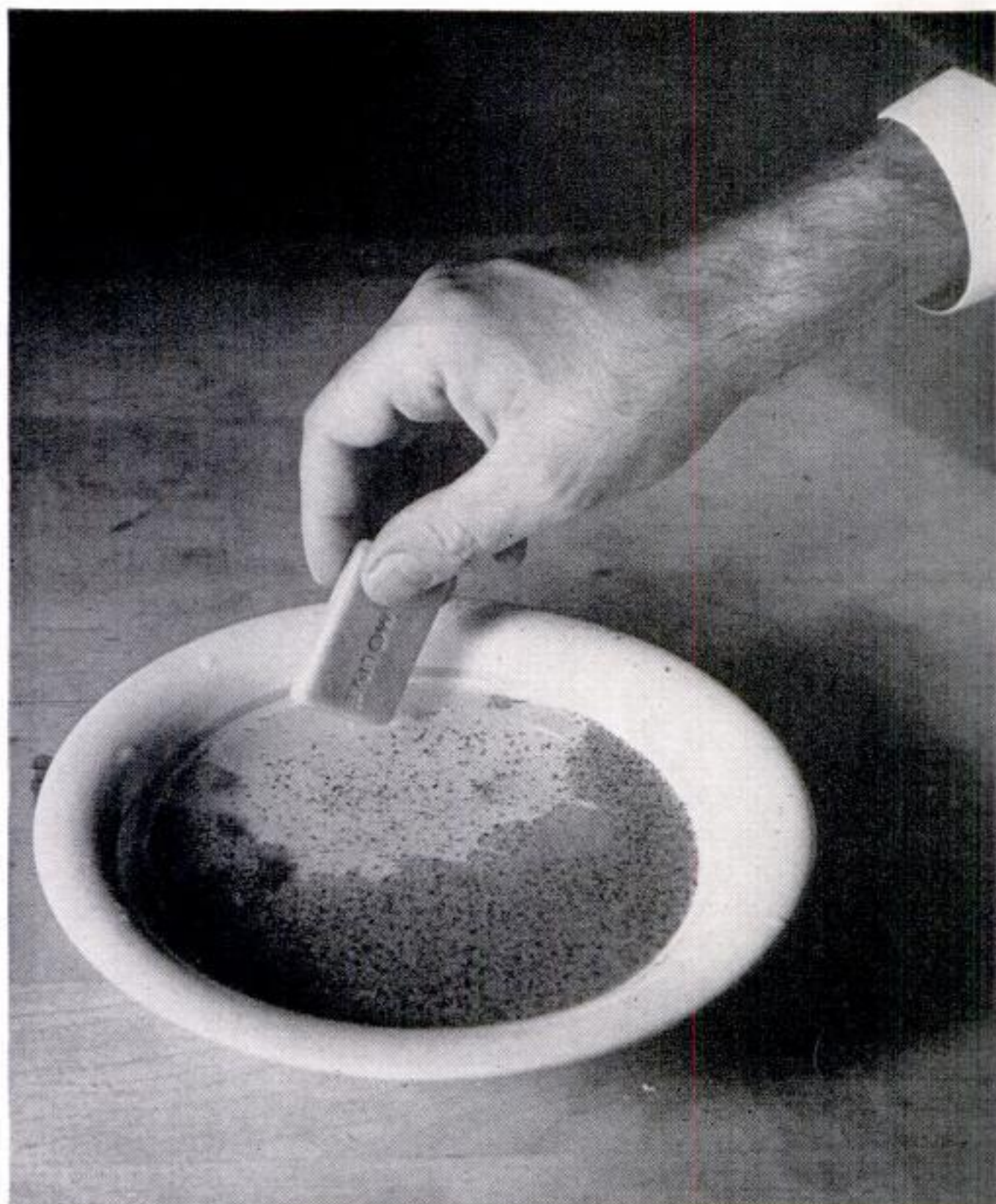
## KREML



REMOVES DANDRUFF SCALES — CHECKS EXCESSIVE FALLING HAIR  
NOT GREASY — MAKES THE HAIR BEHAVE



Principle of surface tension is demonstrated by sprinkling pepper on water. Water molecules, drawn close together, cause surface to act like stretched membrane, which supports pepper. Kitchen scientists must not get experiments mixed up with soup.



Surface tension is destroyed by dissolving soap in water. The pepper scoots to the opposite side of the dish. Below: razor blade, oiled by rubbing through hair, floats on water. Note that the liquid surface curves upward on all sides under the razor.



CONTINUED ON NEXT PAGE



# ONLY ZENITH HAS THIS!

**WAVEMAGNET**

BUILT-IN MOVABLE  
FOR RECEPTION IN TRAINS,  
PLANES, AUTOS, ETC.

U.S. PATENT NO. 2164251

**\$29<sup>95</sup>**  
Pacific Coast  
Prices  
Slightly  
Higher



IN AIRPLANE CLOTH  
(INCLUDING BLUE)

The shape and size of  
an overnight bag styled  
like expensive luggage.

## The **ONLY** PORTABLE RADIO Guaranteed to Play Where Other Portables Fail . . . or Your Money Back

Engineers of the Zenith Radio Corporation *again* give you a most remarkable invention . . . the *Patented* Movable Wavemagnet in a portable radio which you can carry in one hand, self-powered with a light, one-piece battery pack. Under all ordinary circumstances it works without outside aerial . . . without outside wires or ground.

### LISTEN WHILE YOU TRAVEL...PLAY...OR WORK

Take this wonder portable where ordinary portables will not work efficiently; in a train, airplane, bus, ship, auto or any windowed building where metal construction *keeps out reception*. The secret of why it works while others fail is in the *Patented* Movable Wavemagnet, which is exclusive with Zenith.

Check up on your next train trip. See how many Zeniths are playing *well* . . . and how many other makes *fail* to do so. Your money back if Zenith fails.

And that's not all! At home, in the office, in hotels, if you want to save your battery, plug into any light socket . . . 110 volt AC or DC. That will automatically disconnect your battery and save it for outdoors or travel.

### EARPHONES SOLVE PRIVACY PROBLEMS

This Zenith portable has storage space for earphones . . . (extra equipment) for use at ball games, fights, or while travelling; for privacy in reception without loudspeaker. At home—no annoyance to those in the next room or even in the next bed when you listen with Zenith earphones or Hushatone. A boon to the hard of hearing, too.

### UNDER NO OTHER NAME BUT ZENITH . . .

. . . can you obtain this radio or a portable that *is*, *has*, and *does* so many things! *Patented* Wavemagnet—built-in yet movable—combination battery and lighting current operation—loudspeaker and earphone reproduction—adjustable to varying conditions—reception at home or travelling. Don't buy until you see and hear the Zenith Universal Portable at authorized Zenith Dealers everywhere.

*De Luxe Edition in genuine cowhide . . . priced slightly higher than regular airplane cloth cover.*

### A NEW INVENTION



TRAIN

### AGAIN A YEAR AHEAD



### IT'S DIFFERENT



BOAT



PLANE



PICNIC



OFFICE



SPORTS



AUTO

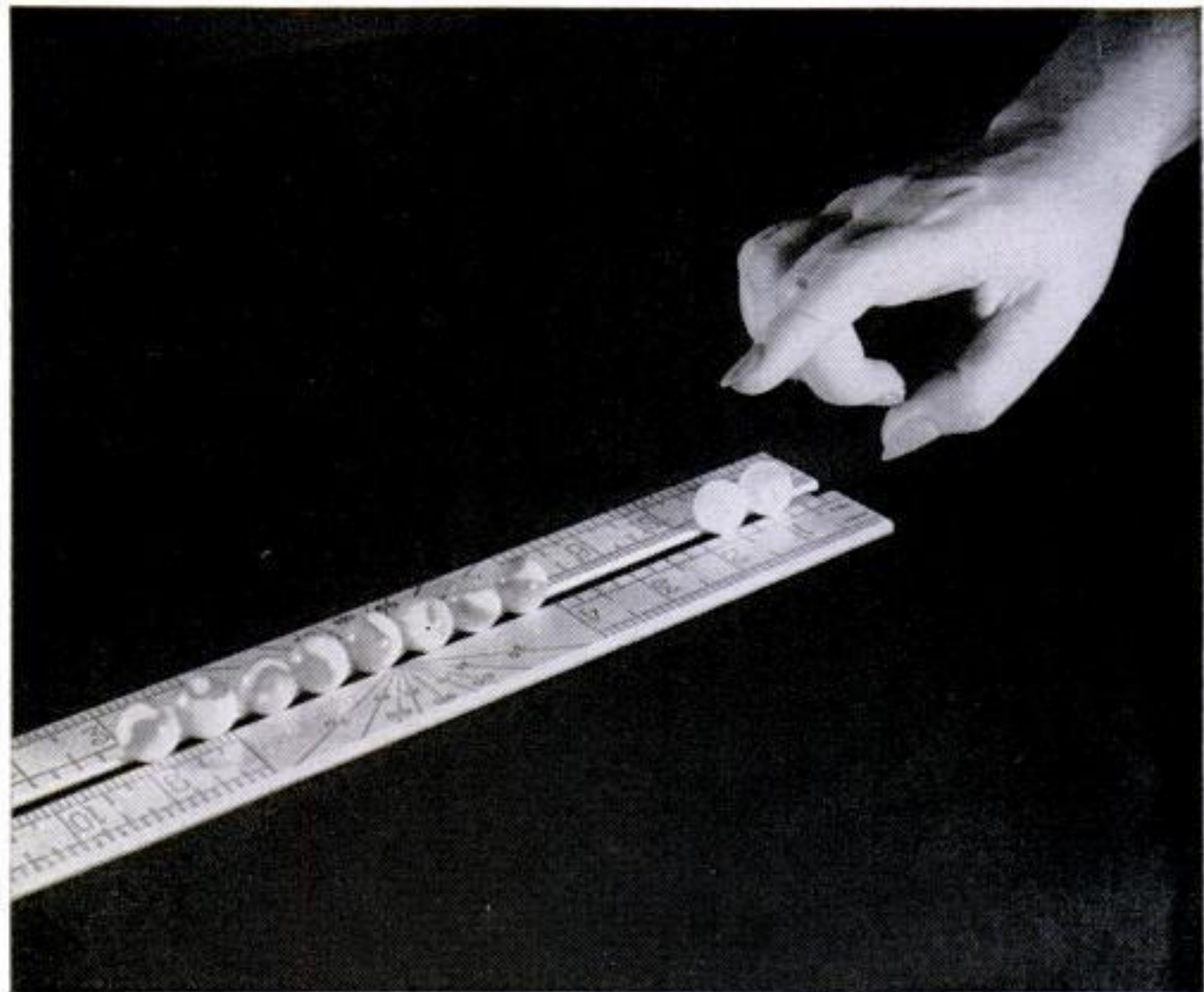


HOME

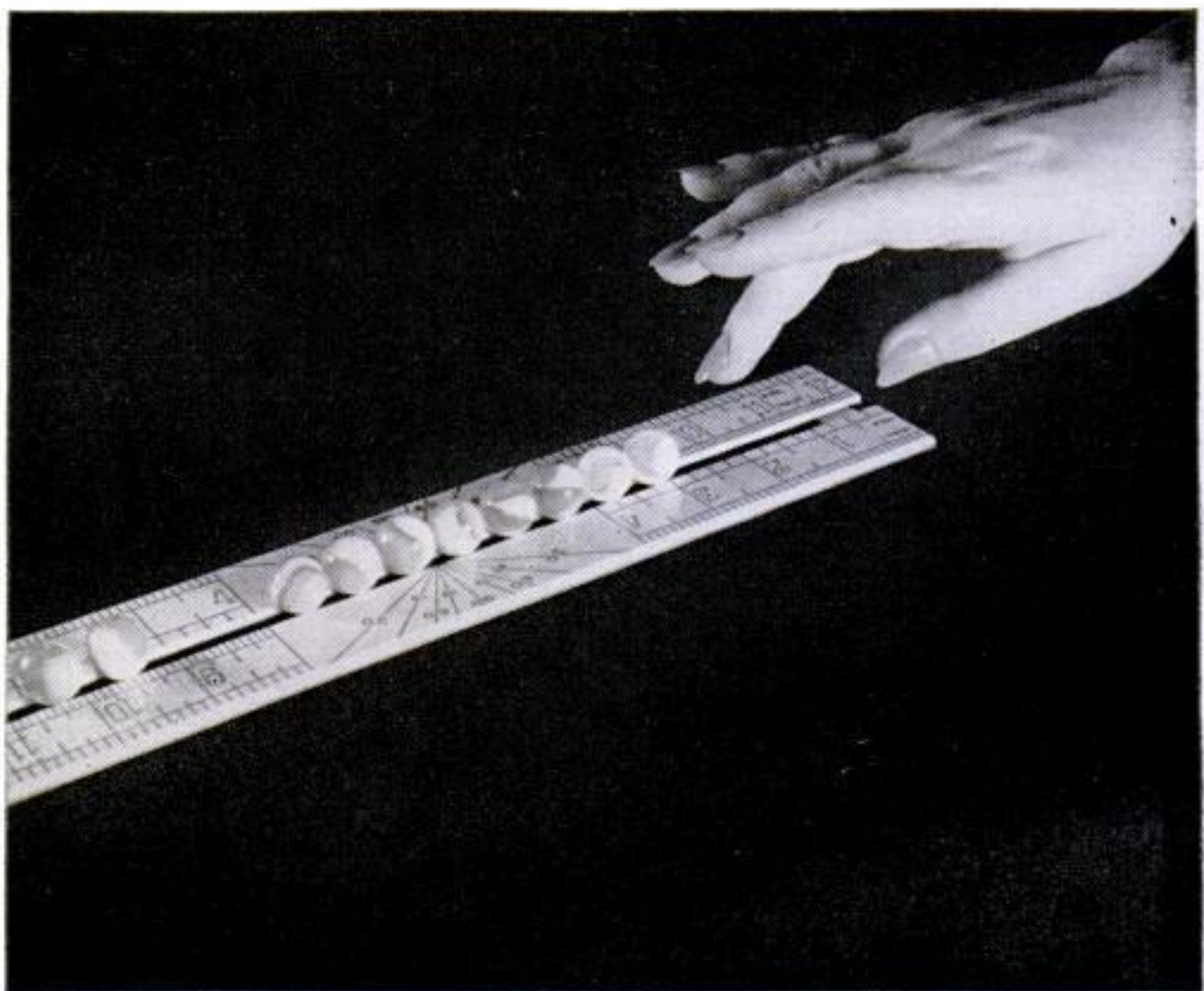
## Kitchen Science (continued)



Burning candle on one side of inclined pane of glass appears to be burning in tumbler of water on the other side. Tumbler occupies the same position as candle reflection.



Marbles on rulers show how motion is handed on in collisions. When two marbles hit end of row, energy is communicated to two at other end, which move on (*below*).



Two marbles at the end of the row bound away while the others, which were actually hit, do not move. This is one of the most puzzling reactions in the field of dynamics.

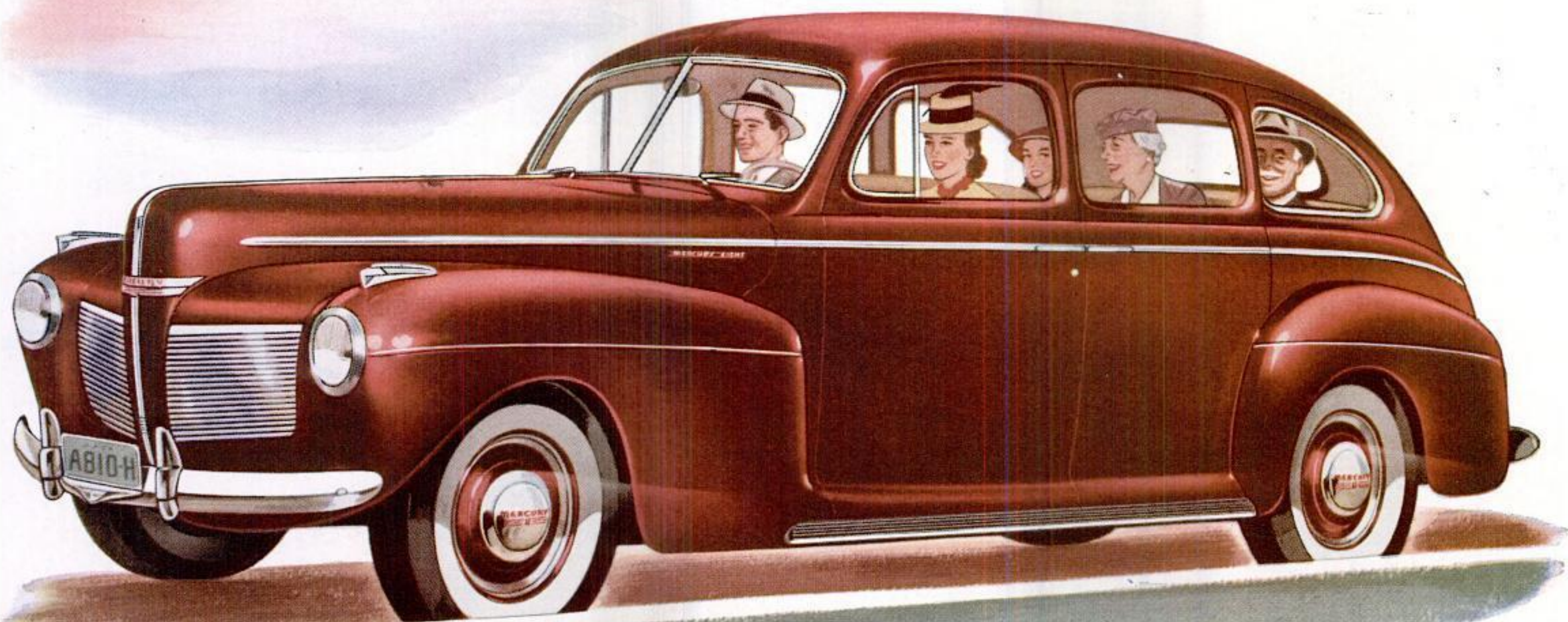




# MERCURY 8 FOR 1941

*The big new car that stands alone in economy*

*Never—until the introduction of the big Mercury 8—has there been a car that combined all the luxuries of size, power and brilliant performance with the gratifying advantage of economy. And what a welcome this combination has received! In just two years, over 150,000 motorists have changed to the Mercury, and made it one of the country's most popular cars!*



The Mercury's record-breaking success has been built directly on the enthusiasm of its owners. They tested its new ideas, approved its challenge to the established cars in its field. Thousands of them have written unsolicited letters in its praise. And, in overwhelming numbers, they paid this new car the supreme compliment of buying it!

For 1941, a magnificent new Mercury 8 rides the highways. It is a big car—even for its big-car field—with new length and width and height. Door and body lines flare out *over* the running boards. Extra

inches of wheelbase add to the car's comfort and appearance.

There's a new liveliness in the Mercury's gait that will make your pulse leap; a new steadiness in its way on the road—*any* road. It handles so easily, rides so smoothly, that it has been aptly called "the one big car that has everything—plus economy." For Mercury owners everywhere report "up to 20 miles to a gallon of gas, and better!"

Test the Mercury's new ideas yourself. Any Mercury, Lincoln or Ford dealer will put a Mercury 8 at your disposal on short notice.

## THINGS YOU'LL LIKE ABOUT THIS MERCURY

**NEW EXTERIOR BEAUTY.** A long, low car with wide body and superb streamlining. Choice of *new bright colors*.

**BIG POWERFUL ENGINE.** The only V-8 in its price field. Brilliant acceleration and performance. Amazing economy!

**LUXURIOUS INTERIORS.** Beautifully decorated in harmonizing colors. Wide seats. Resilient cushion pads of foam rubber.

**EASE OF CONTROL.** Finger-Tip Gearshift. Velvet-action clutch and hydraulic brakes. Newly-designed, perfected ride-stabilizer.

**NEW RIDING COMFORT.** Long, easy-action springs. Improved shock absorbers. Center-poise balance. Rides like a dream.





**YOU GET IMPROVED WEAR—  
IMPROVED INSTALLATION!**

Now—for the first time—a linoleum with an exclusive Built-in Rubber Cushion and a Waterproof Felt Backing. Laid direct to the floor with its own Factory-Applied Adhesive, Nairn Treadlite gives an extra-strong, long-wearing installation.



**YOU GET A SMOOTHER SURFACE—  
BETTER "WALKING QUALITIES"!**

Give Nairn Treadlite Linoleum the "finger-tip test." "Far smoother," you'll say. "So much easier to clean." And there's another difference: Nairn Treadlite, with its exclusive Built-in Rubber Cushion, is quiet, more comfortable to walk on!



**YOU GET GREATER BEAUTY  
—GENUINE INLAID PATTERNS!**

And imagine!—The loveliest of patterns—57 of them—created by America's foremost linoleum designers. Every one genuine inlaid—with colors clear through to the backing.

# WHY NOT GET THE NEWEST IMPROVEMENT IN INLAID LINOLEUM? > *ESPECIALLY SINCE IT'S PRICED FOR REAL ECONOMY!*



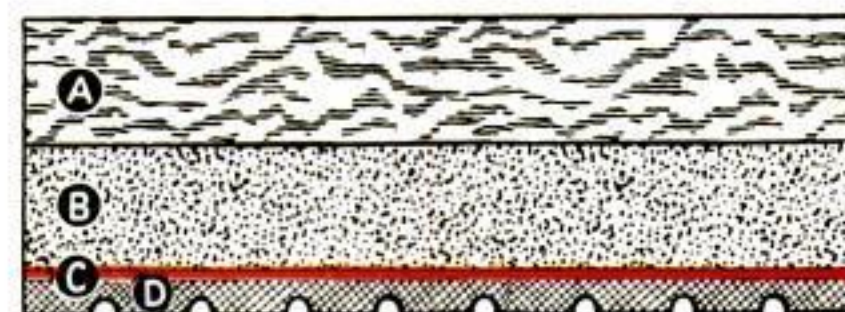
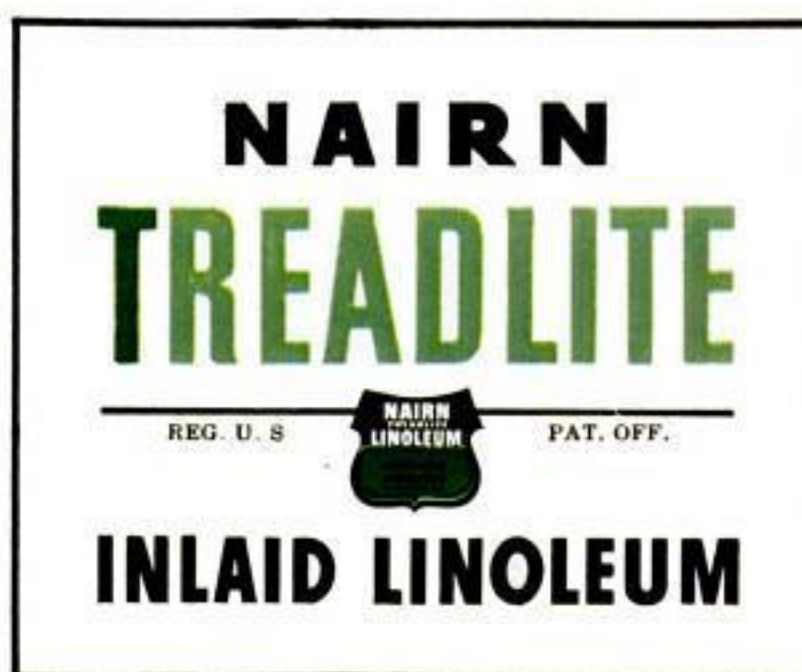
*Doesn't this beautiful kitchen suggest the grand things Nairn Treadlite can do (and do inexpensively) for rooms in your own home? Stop in and look at the wealth of distinctive patterns your dealer is now showing. Pattern above is No. 8603—"accented" with a Nairn Treadlite Assembled Border No. 1813.*

**T**HERE'S a reason of vital importance to you why Nairn Treadlite is America's fastest-selling linoleum!

It's because this new genuine inlaid linoleum is priced for economy—yet actually brings you the greatest improvements in floors since the invention of linoleum itself.

No matter what you plan to spend, see your dealer about the new popular-priced Nairn Treadlite Inlaid Linoleum. You'll find that it gives you more than you've ever before been able to get in linoleum.

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**NO OTHER INLAID LINOLEUM AT ANY PRICE  
GIVES YOU ALL THESE ADVANTAGES:**

(a) Genuine Inlaid Linoleum; (b) Waterproof, Rotproof Felt Backing; (c) Exclusive Built-in Rubber Cushion; (d) Factory-Applied Adhesive on back. It's the only "completely factory fabricated" linoleum—all ready to be laid direct to the under-floor. (No other accessories to buy.)





ALMOST UNCHANGED TODAY IS CONCORD, MASS., IN WHOSE TRANQUILITY 100 YEARS AGO EMERSON, HAWTHORNE AND THOREAU FIRST GAVE EXPRESSION TO AMERICA'S SPIRIT

# NEW ENGLAND INDIAN SUMMER

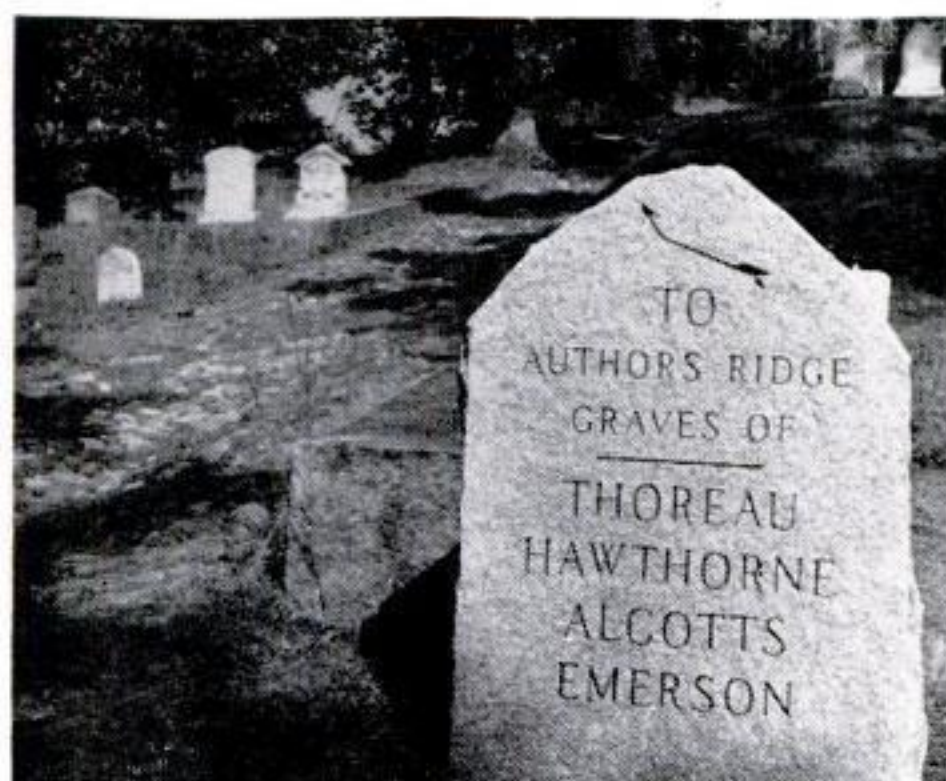
## LIFE DOCUMENTS AN AMERICAN GOLDEN AGE

In October, Indian summer lays a golden mantle over New England. Then fruit sways on thinning trees, the orange squash swells on withering vines and in the crisp air cornstalks rustle. At evening, an autumnal hush settles around such old New England towns as Cambridge and Concord, Haverhill and Salem. It is as if the people in their Yankee houses pause to recall the early days of the Republic, when the American mind took shape and blossomed, when great thinkers and writers, great historians, preachers and philosophers walked the rolling New England countryside.

It is this old New England, birthplace of the nation and the scene of its coming of age, that is described in Van Wyck Brooks's two volumes, *The Flowering of New England* and *New England: Indian Summer* (pub. 1936 and 1940 by Dutton). Here, in 1,000 pages of rich scholarship and magic prose, is compressed America's cultural heritage. Here, with vivid detail and glowing historic imagination, is pictured America's Golden Age. Here, as nowhere else, is felt and conveyed the sweep of that luminous century from 1815 to 1915 when poets like Longfellow, Whittier and Emily Dickinson fashioned songs for a new world, when

story-tellers like Hawthorne and Melville shaped the legends of a new people, when thinkers like Emerson and Thoreau spoke the mind of a new continent.

To bring back to Americans, in this hour of tur-



In Sleepy Hollow cemetery at Concord lie men whose poems, stories, essays gave America its Golden Age of literature.

moil, the grandeur of their cultural past, LIFE sent Photographer Otto Hagel on a Grand Tour through the literary landscape traced by Van Wyck Brooks.

Much of it he found untouched by time. In Cambridge he saw, still standing, the grand old elms that Oliver Wendell Holmes loved to measure with a tape from his pocket. On Brattle Street he observed, still untouched, the stately home where Longfellow walked in his lyre-shaped garden and polished his rhymes. A stone's throw away, the last house in Tory Row, he found "Elmwood," on whose meadows James Russell Lowell pitched hay in June. In Concord he visited Emerson's serene square house, on whose doorstep Louisa Alcott dropped flowers as a girl. He wandered through the ancient dwelling that suggested Hawthorne's *Mosses From An Old Manse*. He stood on the wooded bank of Walden Pond, where Thoreau played his flute at sunset. He set up his camera in Whittier's *Snowbound* kitchen, photographed the library where generations of Adamses wrote their books.

Profoundly impressed, he returned with an album of pictures to document an era when the American mind first took on its essential aspect of self-reliance.





Emerson's big white home, once shared by Thoreau who was "never out of earshot of the Emerson dinner bell," stands in Concord beside its apple orchard, its vegetable patch and its

generous woodpile. Here New England's most serene and clairvoyant mind, the prophet of "plain living and high thinking," wrote his essays, formulated his transcendental philosophy.

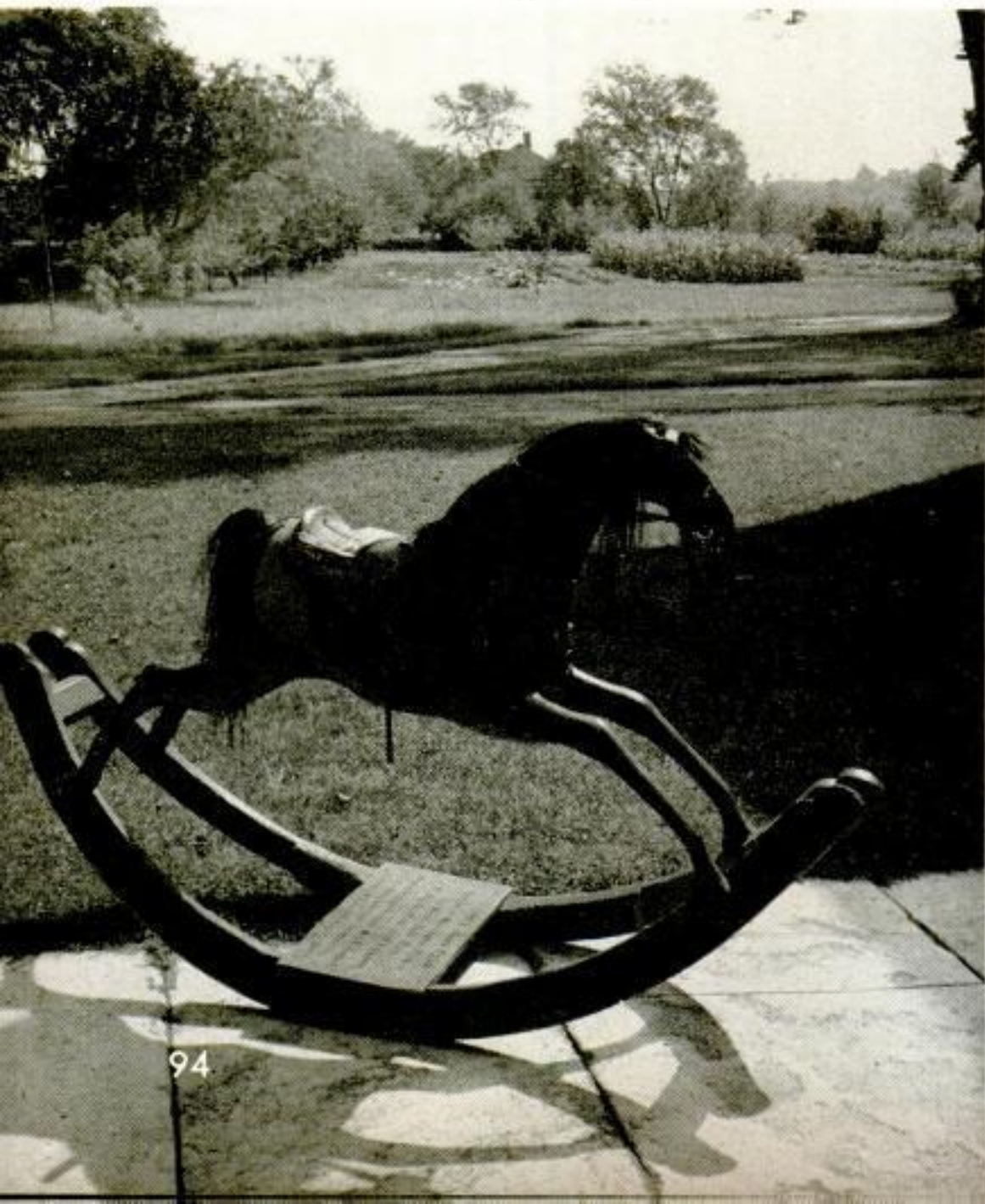
## MEN CLOSE TO SOIL BECAME NATIVE SEERS

For almost a quarter of a century after the American Revolution, Boston had been apprehensive. But when the War of 1812 was over and Britain's blockade of the seaboard lifted, a fresh, exultant spirit swept over New England. In the next few decades the nation grew unified. Merchants prospered. The sons of Bostonians took to the seas. Their schooners and square-riggers swept the far ends of the oceans, and they returned from China and the Indies with new ideas, new stories and riches. They built themselves

houses of simple, sturdy lines. Their villages settled down in the countryside with a serene and solid look.

By 1840 a great yearning for knowledge obsessed the land. Laborers read books, housewives studied foreign languages, farmers played flutes in their fields. What had once been a little colony in a wilderness began to stretch its mind, began to reach out and feed on other, older, cultures. From England it imbibed a new romanticism. From France it drew humanitarian ideas from a series of great Gallic

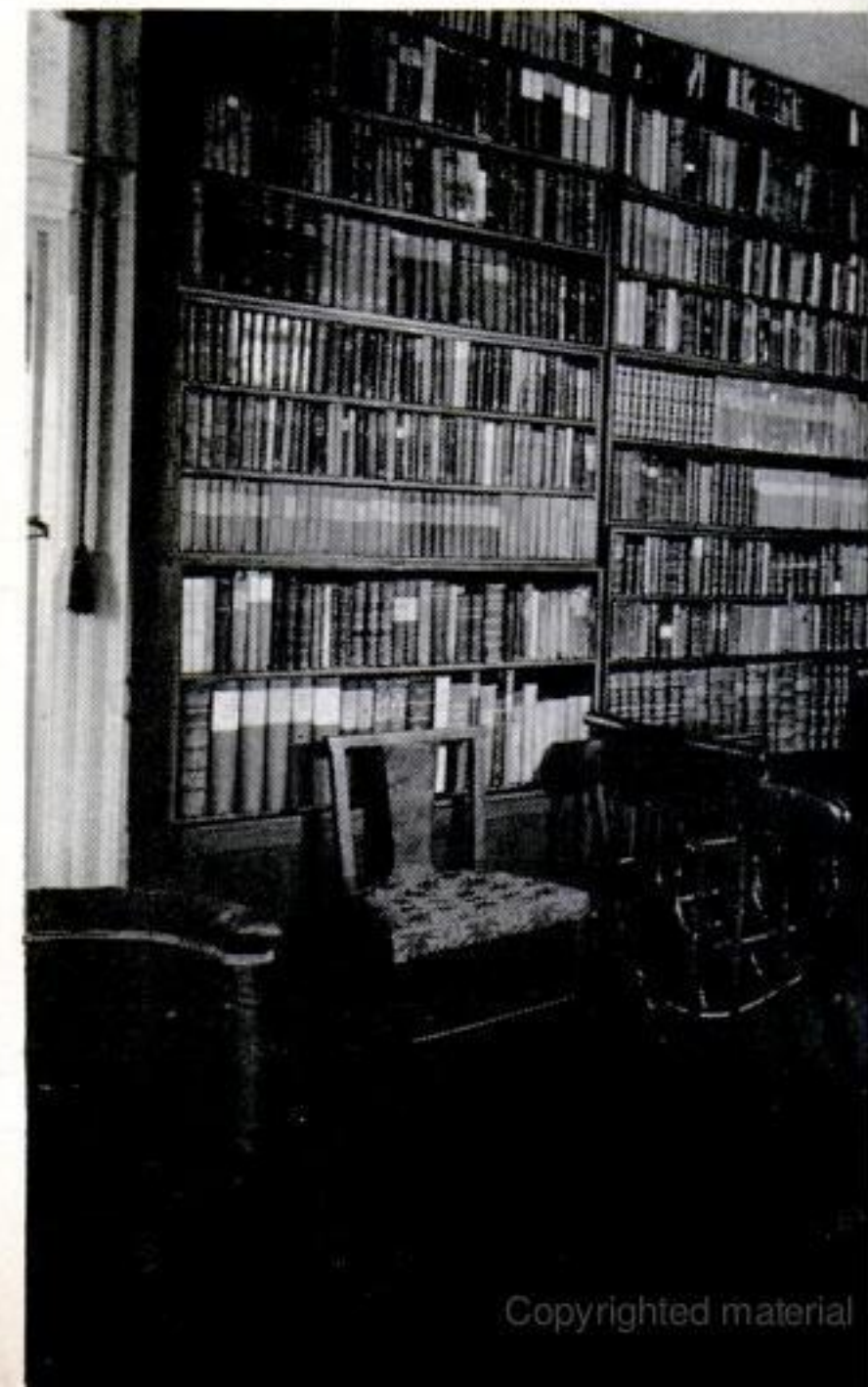
Emerson hobby horse was built in 1750, bought by Mrs. Emerson before marriage, later given to friends' children.



The prophet's chamber in the Old Manse was an attic guest room for visiting ministers to the Emerson family. On the floor is an Emerson bathtub.



Emerson's study, with its books stacked against the wall in portable preacher's cases, has been removed







**The School of Philosophy** was founded by Bronson Alcott, so unworldly a Transcendentalist that he lived in "a state of quiet ecstasy." He had a profound influence upon Emerson. Thor-

eau found him "the best-natured man," so kind that "the rats and mice make their nests in him." Next door is Orchard House, where "duty's faithful child," Louisa, began *Little Women*.

revolutionists. From Germany it absorbed a new metaphysics. Typical was Emerson's tour through Europe where he met Carlyle, Coleridge and Wordsworth. From them, from Plato and from the German idealists, he arrived at a set of moral precepts that he returned to preach, from a Boston lecture platform, to his countrymen. These formed the basis of his transcendental *Essays* in which the dignity and beauty of the human soul were ringingly affirmed.

Others felt this same springtime stirring, and soon

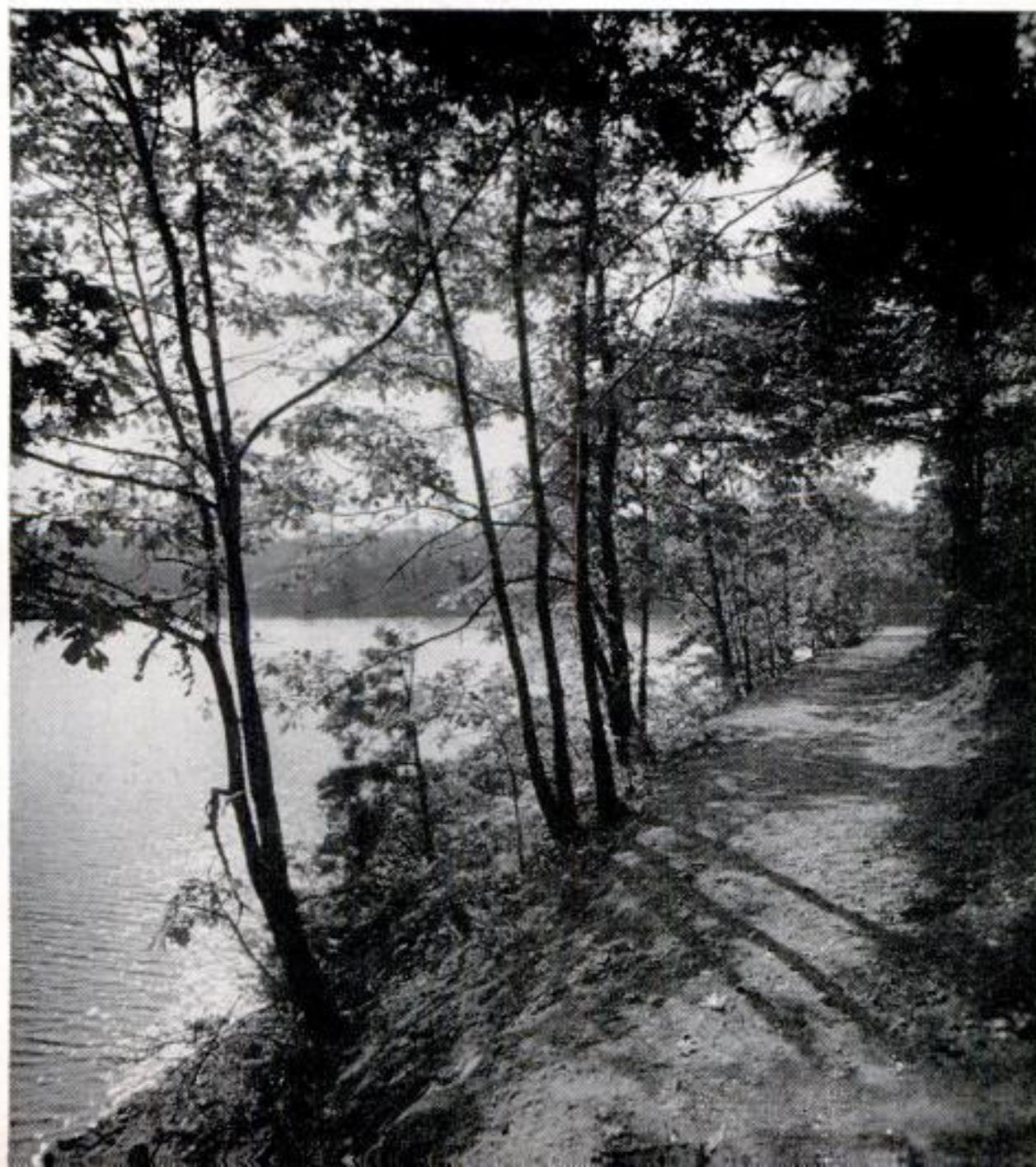
there sprang up a breed of giants to give words and form to the unuttered aspirations of the land. Around Boston clustered Longfellow, Lowell, Dana, Holmes, the historians Prescott and Parker. In nearby Concord, toiled, beside Emerson, Alcott, Hawthorne, Thoreau. "As men who loved the land and rural customs," says Van Wyck Brooks, "they shared the popular life in its roots. As readers and students of the classics, they followed great patterns of behavior. As magnanimous men, well seasoned, they wrote

with a certain authority and not as the scribes. They had cultivated their gardens, they knew the country, the sea-coast and the homestead, the lakes and mountains, where they had wandered as boys and lived as weather-wise men, familiar with plants and animals, the ways of nature, the trades and occupations of the people. Their books were full of all these human interests, this deep sense of the local earth." Years later, he adds, when New Englanders lost touch with their soil and its people, their literature withered.

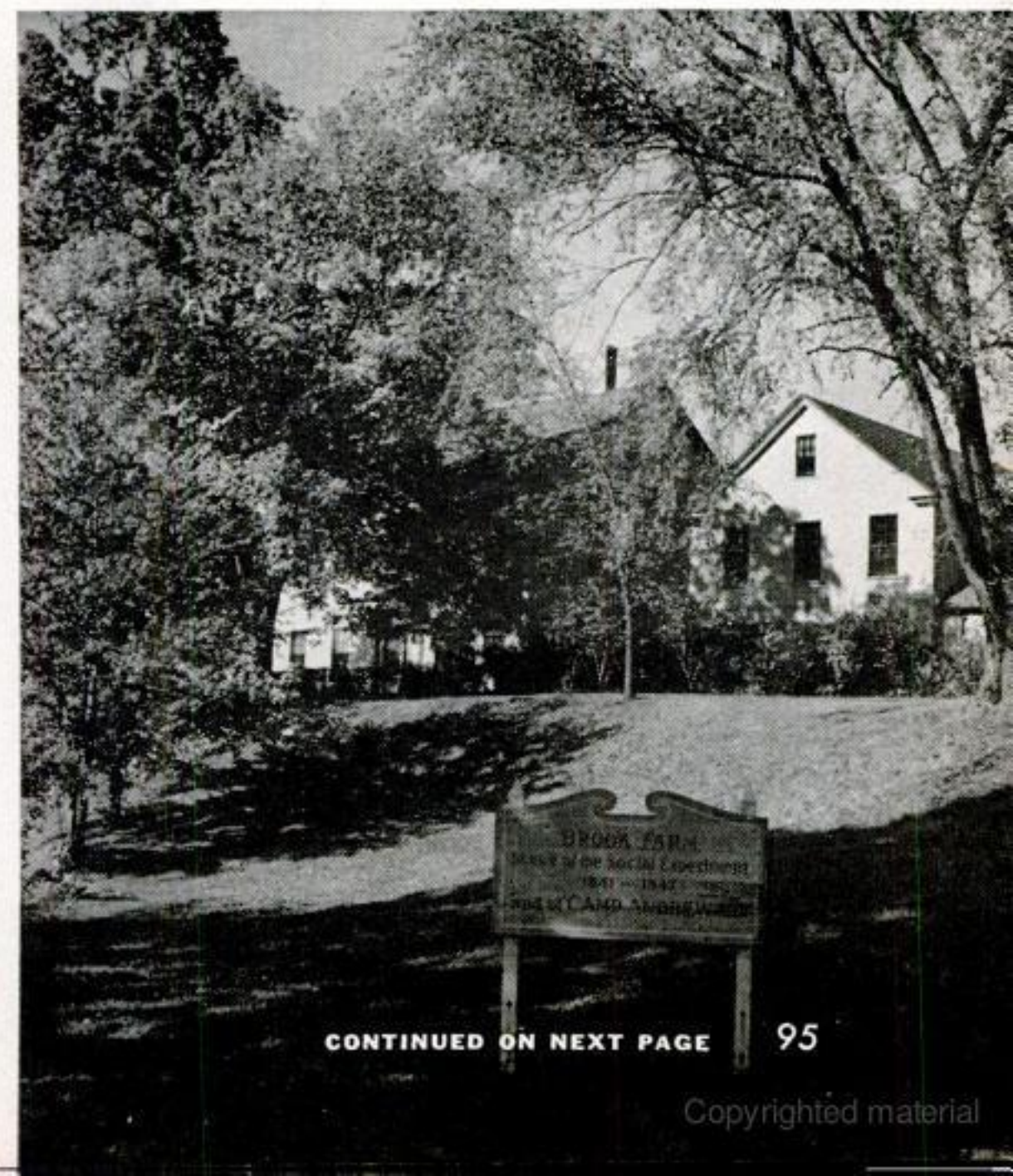
to the Concord Antiquarian Society. On his table are his steel-rimmed pince-nez and inkwell.



**On Walden Pond**, where Indians beat prehistoric paths around banks, Henry Thoreau built himself a \$28 hut and communed with nature on 27¢ a week.



**At Brook Farm**, near Boston, Transcendentalists experimented in communal living, mixed farming with philosophy.







**On placid Concord River** the sages of New England skated in the winter, rowed in Thoreau's green and blue-bordered dory, or sat in a quiet cove "and tired the sun with talking." Across river at the left is the brooding Old Emerson Manse where Hawthorne lived for years.

Down the road at the left is Old North Bridge, where, on April 19, 1775, the "embattled farmers stood and fired the shot heard round the world." When Otto Hagel took this picture, morning mists were rising from the stream to haze the autumn foliage. But in the

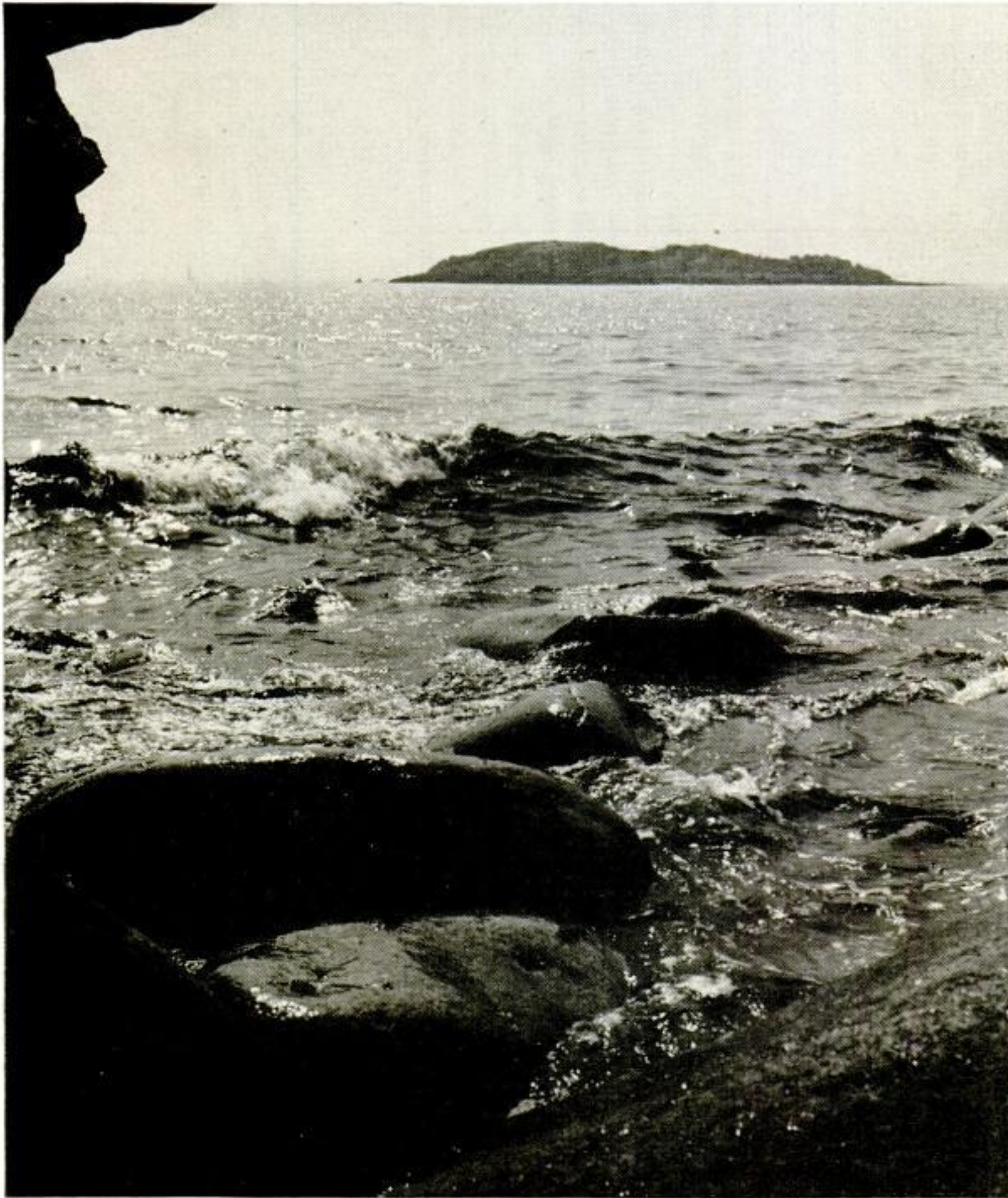




great days of Concord, says Van Wyck Brooks, there was a "springtime feeling in the air, a joyous sense of awakening, a free creativeness, an unconscious pride, expressed in the founding of institutions, intellectual, humanitarian, artistic." Reared in such hallowed

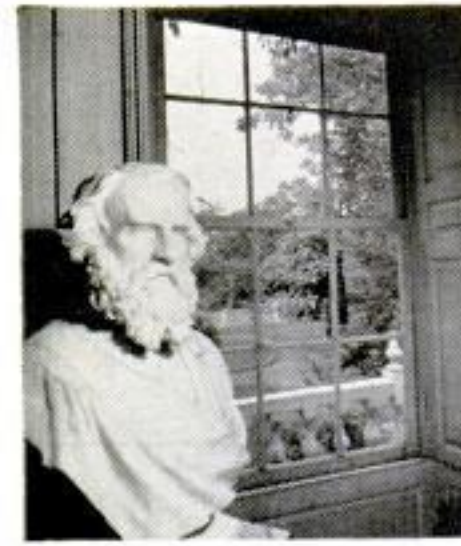
scenes, saturated with the history and traditions of their countrymen, the New England authors were inevitably "teachers, educators and bringers of light, with a deep and affectionate feeling of obligation towards the young republic their fathers had brought into being."





The Reef of Norman's Woe, off the Massachusetts coast at Magnolia, is the scene of *The Wreck of the Hesperus*. Longfellow's mind, Van Wyck Brooks observes, "was never far from the sea."

## BROOKS RESTORES THE FAME OF LONGFELLOW



LONGFELLOW AND GARDEN

Among Van Wyck Brooks's most provocative pages are those in which he throws a new perspective on the poet Longfellow. With unmatched brilliance he evokes the sights, the sounds, the very smells and thoughts of "the old Yankee village" of Cambridge when Longfellow, a young dandy steeped in the folk poetry of Europe, first came there to teach. Seeing him thus, as his contemporaries saw him, Van Wyck Brooks restores lustre to a poet too often ignored or scorned by modern critics.

For Longfellow, as Mr. Brooks observes, spoke "for the youth of all the world": "A boy's will is the wind's will and the thoughts of youth are long, long thoughts." He had found in Cambridge the ferment of a young, blossoming society, a town where every one read avidly, where all talked eagerly and all wrote books. "These reveries of the New England springtime" the young poet put into words of "lucid, natural, velvety sweetness." Though his verses often lacked distinction, "no one could quite forget their dreamy music, their shadowy languor, their melodious charm, their burden of youthful nostalgia." Though his thinking lacked sinew, his mind was original. "He was an innovator in meters and rhythms; he introduced new modes of feeling; he touched his world with a magic that was mild but unmistakable."

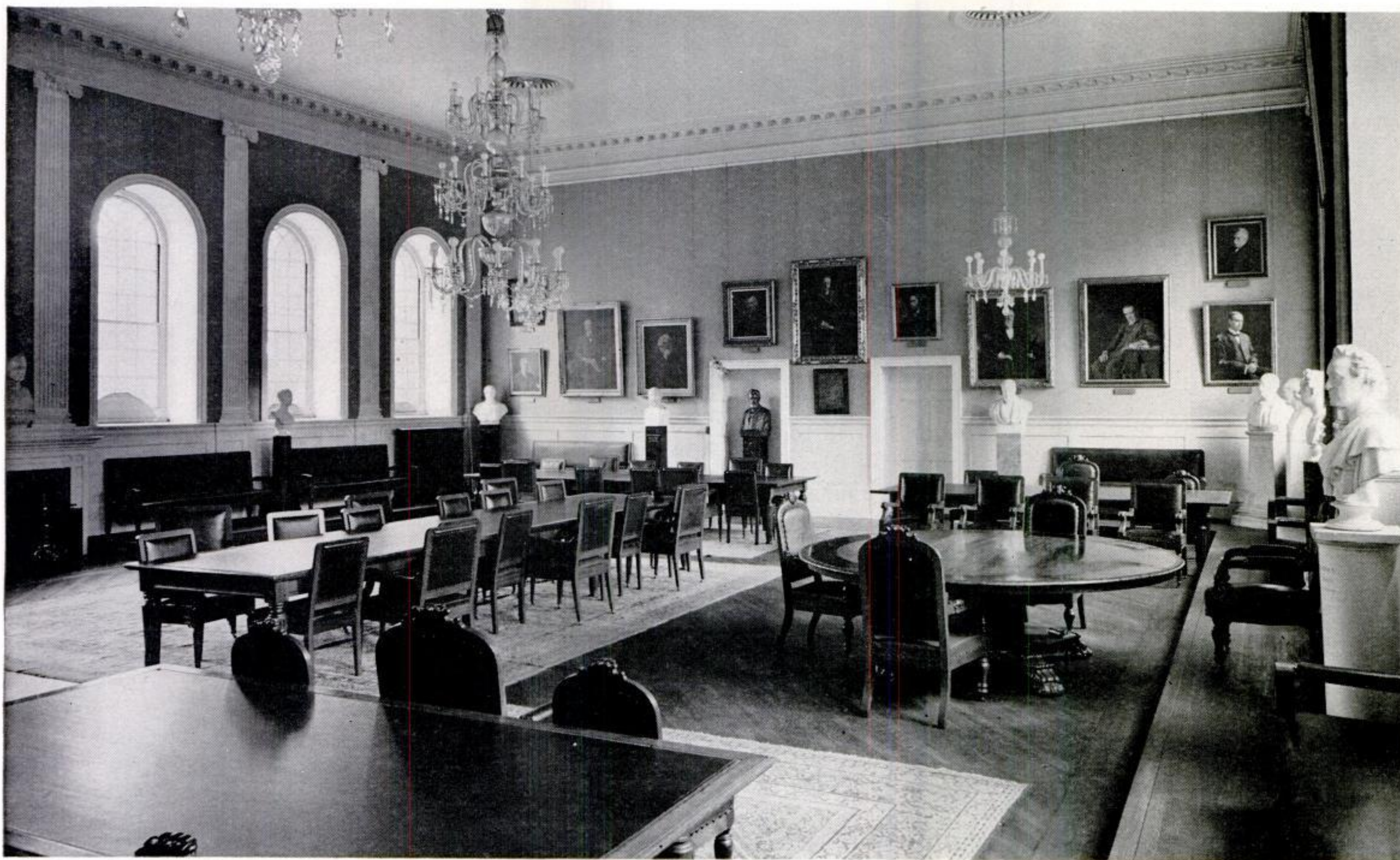
Few poets of his day were read more widely. In Germany he was welcomed like a king. In England 24 publishers competed for his works. In London, on a single day, 10,000 copies of *Miles Standish* were sold to clamoring readers. People walked out from Boston to touch his door latch, to hail him greater than Shakespeare. Though not the most profound or perhaps the most enduring, he was, says Van Wyck Brooks, "of all the sons of the New England morning save only the lonely men of Concord, the largest in his golden sweetness."



In Craigie House, where Washington made his headquarters during the first ten months of the Revolution, Longfellow found his Cambridge home. Later he bought it, established his

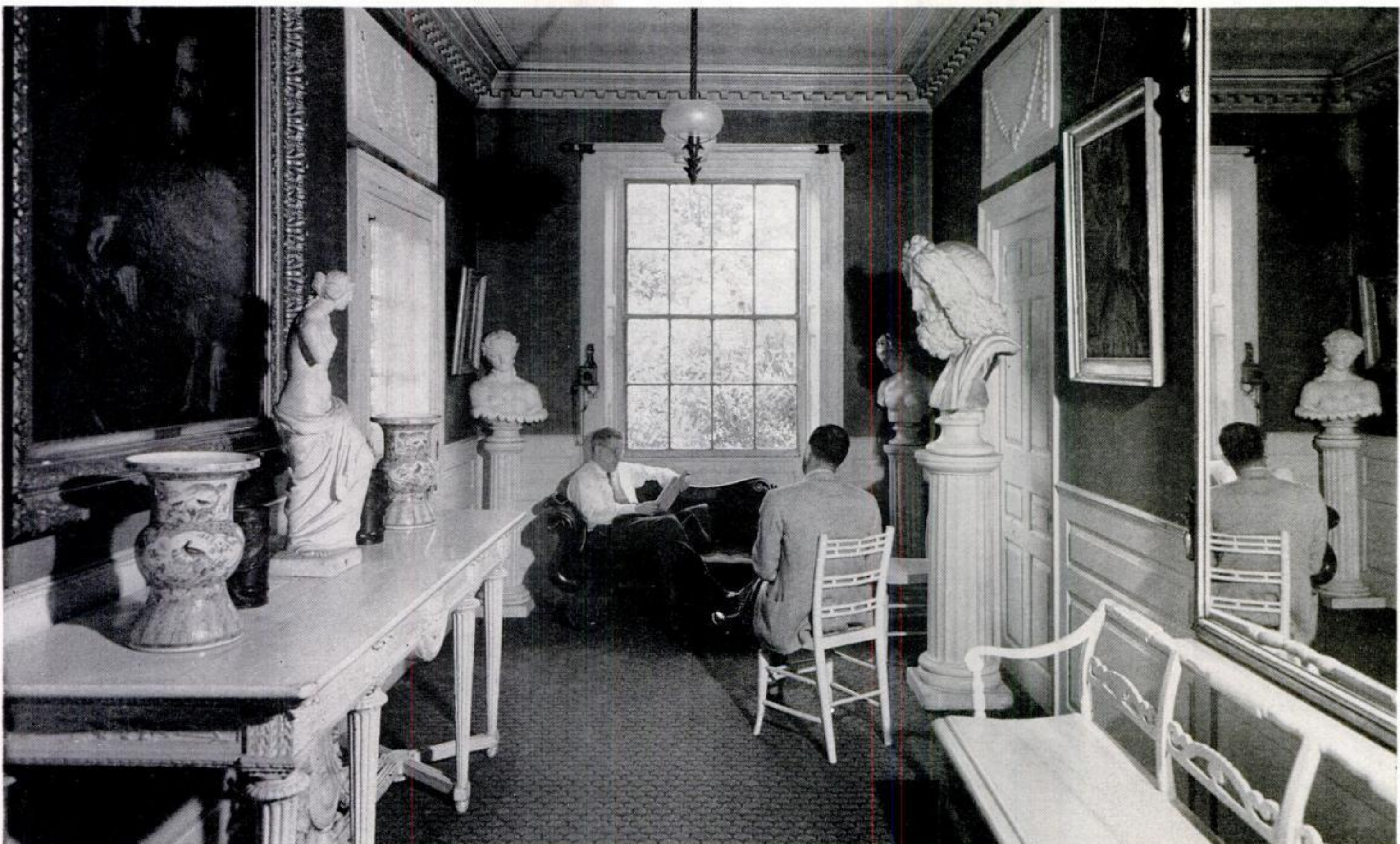
study in the front room where still are seen his first draft of *Hiawatha*, his statue of Goethe and the chair carved for him out of the spreading chestnut tree before the village smithy.





Beside a round mahogany table in Harvard's University Hall, Longfellow, fresh from travels in Europe, taught modern languages in 1837. "His mind was like a music box, charged with all

the poetry of the world," and often he spoke to his students of the German poet Goethe, "while the shadows of elm trees in the yard danced on the white pilasters of the classroom."



"There was something Goethean," says Van Wyck Brooks, in Craigie House's "air of elegant simplicity and space." In rear Longfellow laid out a garden, "shaped like the seven-chorded

lyre." Here, in the "blue entry," the poet's grandson, Henry Wadsworth Longfellow Dana, receives a visitor who asks him about books he is writing on Craigie House and his ancestor.





↑ Whittier's "Snowbound" farmhouse at Haverhill had been inhabited by generations of his farming forebears. Here, "a barefoot boy with cheeks of tan," he roamed the woods, wrote verses in charcoal on his mother's loom. He became the poet of Abolition.

↓ Around this "clean-winged" kitchen-hearth the "snowbound" Whittier family sat "content to let the north wind roar in baffled rage at pane and door." Note Whittier's boots. Above hangs the bull's-eye watch, at whose point of 9 the family retired.







**“Under a tree** in front of his home at Marshfield, Daniel Webster lay in his open coffin.” For his compromise toward slavery, Whittier called him “Ichabod.” But until his death he was the voice of “Union now and forever, one and inseparable.”

**The House of Seven Gables** in his native port of Salem may have inspired Hawthorne’s famous tale. A solitary melancholy boy, he roamed the rotting Salem wharves, listened to the tales of ancient skippers, collected the seeds of his poetic tales and novels.







At the old Adams mansion in Quincy, Henry Adams II talks to the gardener. Since 1787 four generations of Adams presidents, statesmen, historians have used it as a summer home.

## NEW SPRINGTIME COMES AFTER INDIAN SUMMER

With the close of the Civil War, New England's cultural renaissance ended. William Dean Howells, with Midwest blood in his veins, watched anxiously while the sons of poets gave up tilling the soil or roaming the seas to build factories and become millionaires. Henry Adams found latter-day Cambridge "a social desert that would have starved a polar bear;" and while New England became "a vast antique shop," the dominant mind of Boston shriveled till it "was a dry sea beach where all the creatures of history had deposited their shells."

The most sensitive minds, in fact, like Henry James and Henry Adams, fled to Europe. Nowhere was the weary sense of the end of things more clear than in Henry Adams' life. Bred of a line of statesmen, he was "all but born discouraged." He liked to call himself "stone coffin dead." Frustrated, rankling under a self-imposed obscurity, he sat "among the mighty and sneered at them to their faces." But when his autobiography *The Education of Henry Adams* was published it became, because of its searching disillusionment, an American classic.

Still, the vigor that had given New England its early cultural bloom was by no means dead. After 1915 it received from men like Robert Frost a new affirmation. In him and poets like Edna St. Vincent Millay and Edward Arlington Robinson, Van Wyck Brooks finds the heirs of the sages, the presage of another spring.



POET ROBERT FROST



The birthplace of John Adams, crusty second President of the Republic, is this little red "salt box" on a crowded Quincy street. His portrait hangs in the family library in which his

great-great-grandson, Henry Adams II, sits reading in the picture on the opposite page. In this quiet book-lined retreat, Van Wyck Brooks and Henry Adams wrote their histories.





THE ADAMS FAMILY LIBRARY





"SIMPLE BAREFOOT WALL STREET LAWYER," SNEERED SECRETARY ICKES AT WILLKIE

# THE CASE AGAINST WILLKIE

by BRUCE BLIVEN

In the light of the future, this election may well appear the most momentous in U. S. history. To present-day voters, it also appears as a dramatic personal rivalry between two of the most exciting leaders who have ever dominated the U. S. scene. LIFE believes that the issue of the great personalities involved is one of the valid issues of the campaign. It also believes, however, that no citizen should entertain the illusion that he is voting for a superman. LIFE has, therefore, invited two well-qualified observers to comment on the failings of both candidates. As editor of the small but extremely influential *New Republic*, Bruce Bliven is perhaps the most distinguished radical journalist in the U. S. Because the *New Republic* last month published a special supplement devoted exclusively to Willkie's shortcomings, Mr. Bliven also qualifies as the candidate's No. 1 detractor.

I like Wendell Willkie. I am one of a large number of Americans who have been captivated by his personality, his genial quickness, his boyish enthusiasm for whatever he is doing or being at any moment. I like Mr. Willkie but I don't want him for President. I think it would be a great mistake for the American people to elect him to that post.

If we could afford the luxury of taking a long chance this year, it might be interesting and exciting to see what Mr. Willkie would do, confronted by scores of brand-new problems, to most of which I am sure he had never given 20 minutes' thought before the Philadelphia Convention, problems which would come tumbling about his head the way rocks used to roll down the hillside on Buster Keaton. But we can't afford any long chances; our next President simply has to be a success. The threat of the totalitarian nations, now openly admitting the military alliance that was only tacit before, constitutes the greatest peril in our history. We have to do a tremendous job of armament and do it in a hurry. The Roosevelt administration failed to keep abreast of the times and deserves criticism on that score. (Everybody else also failed: Mr. Willkie, the Republican Party, you and I, the French and British governments—none of us believed it when Hitler told us he was building the world's most powerful military machine.) But there is no time for recriminations; the question before us is:

CONTINUED ON PAGE 105



"Willkie, Tool of Wall Street," cry Democrats, resurrecting memories of meetings like this one where he sits between an outgoing and an incoming President of the National Association of Manufacturers. A utility lawyer, cracked Playwright Marc Connelly, cannot play "the simple farmboy." Below: Wendell Willkie is accused of playing petty politics at the expense of crucial Latin-American friendship by this attack on the Navy's purchase of Argentine beef.



BRUCE BLIVEN, EDITOR OF "NEW REPUBLIC," HOLDS HIS CAT "MR. BLIVEN"



# THE CASE AGAINST ROOSEVELT

by ROBERT MOSES

As against the billions spent by Franklin Delano Roosevelt on the U. S., Robert Moses, as Commissioner of Parks for New York City and in other capacities, has spent an estimated \$600,000,000, on and about New York. However, while there is a difference of opinion about the merits of Mr. Roosevelt's spending, there is general agreement that Mr. Moses is the most effective builder of public works in the history of the U. S. Mr. Moses is a colorful if not always prudent politician (he was defeated for the governorship in New York in 1934). He is one of the few Americans who have bested the President in a private fight (their historic altercation about New York's Triborough Bridge). And he is a first-rate prose stylist. As one public official with an unsurpassed reputation for getting things done, Mr. Moses comments on Franklin Roosevelt's difficulties in the same sphere.

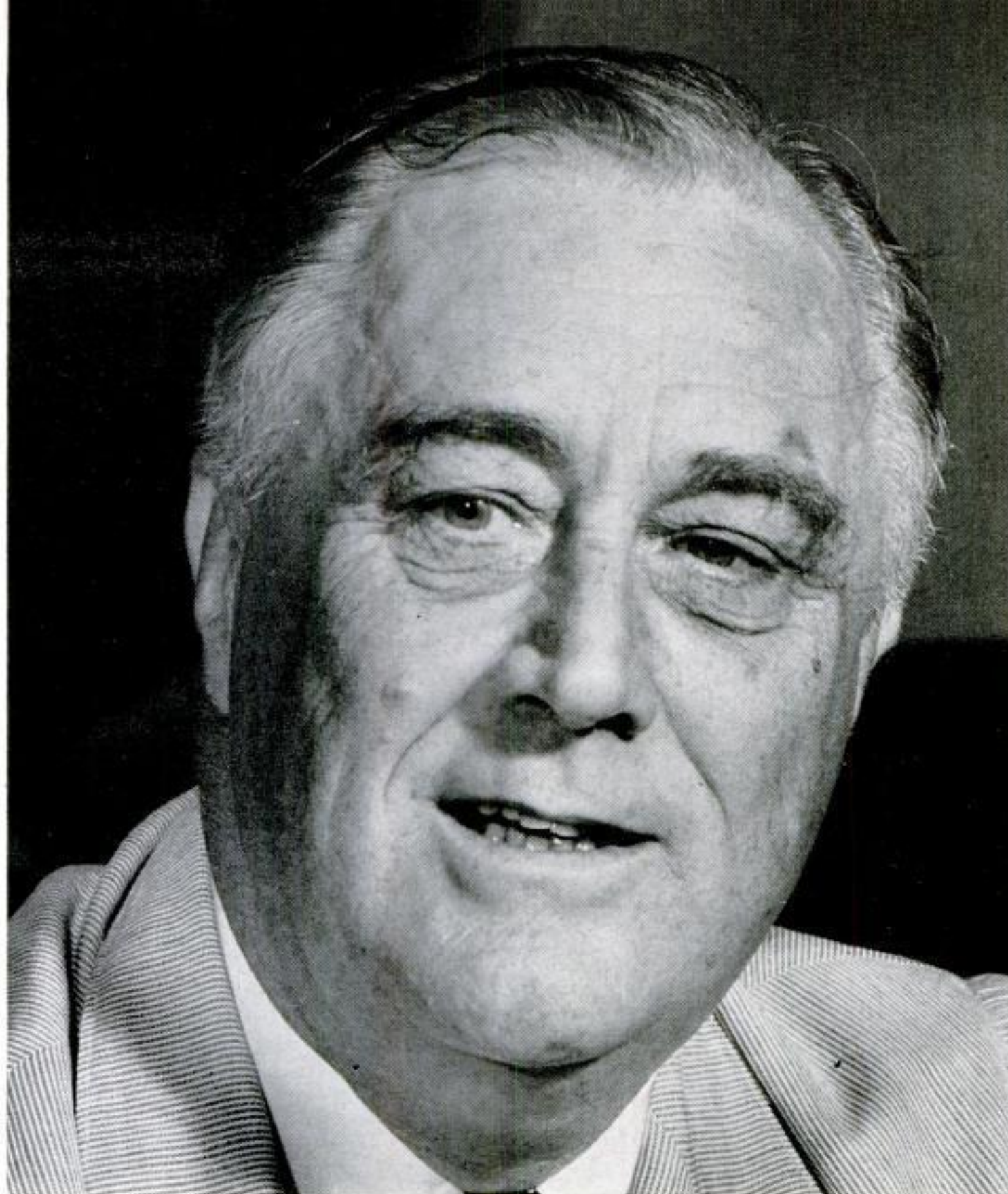
Under our democratic system the President of the U. S. has certain curious privileges and immunities. Among them is the right to be secure in his own person against the aspersions which an ordinary private citizen who seeks public office must endure with equanimity. This is one of the rules of the game as it is played here. If a man doesn't like the game, he need not play it, or he can go and live elsewhere. Such rules are not altogether fair, but there is some reason back of them and it is reason that makes good law. Reason in this case dictates that it should be difficult though never impossible to distinguish the incumbent from the Presidency itself, that the office shall always be held in high esteem, and that the holder, if he has acquitted himself honorably and if his objectives are good, shall have the benefit of the dignity of his office.

This diplomatic immunity, for some curious reason, extends also to members of the President's family, even when they don't behave well. It protects his wife when she ramps up and down the country discovering economic ills and prescribing quack remedies—ills which honest doctors have been combating earnestly and patiently and on the whole successfully for years. It protects her when she uses the immense prestige of the White House to market scribblings which a college freshman would hesitate to hand to the professor in a course in daily themes.

CONTINUED ON PAGE 110



ROBERT MOSES STANDS BEFORE MAP OF THE NEW YORK HE HAS TRANSFORMED



"KING FRANKLIN I" AND "AMERICA'S LEON BLUM," CRY OPPONENTS OF ROOSEVELT



Wooden guns, like these substitutes, are pointed to by Republicans as an example of how New Deal has left the U. S. woefully unprepared. Roosevelt, they argue, has demonstrated his unfitness to re-arm the nation. The "party of humanity," they also charge, is now corrupted by bossism. LIFE's famous picture (below) shows Bosses Kelly of Chicago and Hague of New Jersey lunching with Ickes, Jackson, Jones and Madam Perkins at the Chicago convention.





## A good Pointer on better gin drinks



11½" x 8" full color reproduction, without advertising, sent for 10¢. Write Box BK, address below.

**Q.** Why will a pointer—even as a puppy—"freeze" on game?

**A.** Because that characteristic has been *developed* in him.

**Q.** Why is Fleischmann's—the first American gin—so smooth-mixing in gin drinks?

**A.** Because that characteristic has been *developed* in Fleischmann's for generations. Every ingredient used in its distilling is selected for the purpose.

**Q.** What's the best time to try this "pedigreed" gin?

**A.** Right now!



Would you like a reputation for prize-winning drinks? See your dealer for "The Mixer's Manual" or write Box BK, The Fleischmann Distilling Corp., Peekskill, N. Y.



## Fleischmann's Gin

A PEDIGREED GIN FOR PRIZE-WINNING DRINKS

Distilled from American Grain. 90 Proof.  
Copyright 1940, The Fleischmann Distilling Corporation, Peekskill, New York

(continued from p. 104)

## BLIVEN ON WILLKIE

Who can best carry out the job of maximum armament in a minimum time?

Mr. Willkie says he can, because this is a business job and he is a businessman. I don't agree that he is a businessman; of that, more later. But even if he were, he would still not be a good choice for this task. By his own repeated admission, the great passion of Mr. Willkie's life is private profits for private business. But to create maximum armament we must, I am sorry to say, borrow a little of the totalitarian technique. We must get things done whether they are profitable to private business or not. For this task we must step on the toes of some of the people and institutions that Mr. Willkie favors. For about four years before the war, Germany spent from 50% to 60% of her national income—not her government income—on armament. During that time England spent about 12% to 15% and France not a great deal more. They wouldn't learn the lesson that you can't prepare with "business as usual" against an enemy for whom "business as usual" has no meaning. The businessmen of France, who in general shared Mr. Willkie's philosophy, tried it and lost everything. The businessmen of England tried it and came to the edge of destruction.

Mr. Willkie says he would re-arm the country by first making us prosperous; but what he proposes as a formula for prosperity is in essence a return to the "good old days" of the 1920's. He seems to have forgotten that the Republicans whose philosophy he shares were in full command for eight long years immediately preceding the worst depression in our history. He ignores the fact that the depression began under a Republican President and continued to get worse for three years and three months during all of which time Mr. Hoover was striving desperately to stop it by taking the advice of Mr. Willkie and his friends. He turns his back on the circumstance that Mr. Roosevelt with all his faults (and he has plenty) has added 30 billion dollars a year to our national income above the level to which, after twelve years of Republicanism, it had fallen.

### Willkie longs for his boyhood

Mr. Willkie has a nostalgic desire to return to the good old days of his early life in a small town in the Midwest. Speaking as one who also spent his boyhood in a small Midwest town, at about the same time, I understand his feeling. That was a fine America we grew up in and I, too, wish we had it back. But it seems to me nonsense to say that it was Mr. Roosevelt who stole away our past and that it can be restored by a twist of the wrist if the Republicans win. Mr. Willkie ignores the uncomfortable truth that the depression not only began under the Republicans but was a worldwide phenomenon, accompanied in every industrialized country by broadly the same set of laws that are known here as the New Deal. (In some countries most of these laws had been enacted generations ago.)

And anyhow, this prosperity argument is rapidly fading. Already the business index is higher than it was before the depression in 1929. Whoever is President, the armament program will help a good deal on that problem for years to come and will sop up much of the unemployment except among the last residue of the unemployable.

I am disturbed, like Mr. Willkie, that we have so many unemployed; but I think he is unfair when he blames this on the Government. Such a man as he ought to know that a great part of this unemployment is technological, is the result of newly invented machines each of which takes the place of ten or a hundred or a thousand pairs of hands. One big reason for unemployment is that men like Mr. Willkie have refused to face these facts. If there are 240,000,000 man-hours of work to be done on any given day, you can either let 30,000,000 men work eight hours each or 40,000,000 men work six hours each. If you insist on eight hours—as Mr. Willkie and his friends have been doing—you are bound to keep 10,000,000 men idle and greatly reduce their purchasing power, as consumers. (I am not assuming that there is a fixed and static amount of work to be done; please note that I said "on any given day.")

But my distrust of Mr. Willkie goes much deeper than my feeling that he doesn't understand the causes and cure of depressions and doesn't realize the sacrifices we shall need to meet the totalitarian menace. I have been bitterly disappointed by what seems to be a change in Mr. Willkie since the Philadelphia Convention. Nowadays he doesn't talk like the same kind of man. To put it bluntly, he



seems to be willing to promise almost anything to almost anybody in order to get elected. I don't like that sort of over-eagerness; I feel it carries a threat to the country.

In general, Mr. Willkie seems to me to talk too much. He issues too many statements on too many subjects, without having given them adequate thought. A large number of these have to be retracted or modified or explained away. First he was opposed to the conscription of industry and then he wasn't. First Mr. Roosevelt had "telephoned to Hitler and Mussolini and urged them to sell Czechoslovakia down the river" and then he hadn't. At one time he said the President was an appeaser and at another that he was guilty of reckless rough talk against the dictators. First Mr. Willkie wanted all possible aid to Britain and then he attacked the exchange of destroyers for naval bases. (It turned out however that he approved the actual exchange—he just wanted Congress to discuss it for weeks or months, after which the transaction might have been too late to do Great Britain any good.) He was careless, to say the least, when he kept promising he would not send American soldier boys to fight abroad; it is Congress, not the President, that declares war. He was careless, again, when he made a great point of the purchase of Argentine beef by the American Navy. The total amount of money involved in that transaction, I believe, was less than \$8,000; for the sake of a feeble political point Mr. Willkie was willing to offend the second greatest power in the Western Hemisphere at a moment when we need all the friends we can get.

### Willkie is inconsistent

Some of Mr. Willkie's statements come under a more serious category. A few examples:

Mr. Willkie has repeatedly preached Government economy. Yet at Los Angeles he came out for increased old-age pensions. Los Angeles is a great center for the Townsend plan and the Ham-and-Eggs movement. How can you reconcile bigger pensions with economy?

As a matter of fact, Mr. Willkie has endorsed one by one practically all aspects of the New Deal, including the farm program and WPA. You can't have all these things and economy too; one of his statements necessarily eats up the other.

Mr. Willkie has repeatedly said he favors maximum support to Great Britain. Yet in California he went out of his way to pay tribute to Senator Hiram Johnson, one of the bitterest isolationists in the Senate. If he got into the White House, whose man would he be—his own or the California Senator's?

Mr. Willkie has told some audiences that he would repeal the "pernicious legislation" of the Roosevelt Administration, but he has never up to this writing said what items he would kill. Since he endorses practically all these measures, one by one, it sounds, as the Louisville *Courier-Journal* remarked, very much as though he wanted the masses of the plain people to think he is in favor of the New Deal and the business community to think he is against it.

If there is any one principle to which Mr. Willkie has devoted his life, it is that of private ownership of public utilities. Yet he accepted without a murmur a Vice Presidential candidate who is a life-long supporter of public ownership. He thus seemed to condone a sleazy political trick by which, if you didn't like one end of the Republican ticket, you could shut your eyes and vote for the other.

CONTINUED ON NEXT PAGE



"Is he man or is he mouth?" asked Bronx reader in letter to the New York *Daily News* last week. Critics think that Mr. Willkie talks too much and does too little.



"Muss my hair and call me Willkie!" was a favorite jibe on campaign tour. Critics say he cultivates a mussy Hoosier look to cover up his Big Business background.

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Visit your dealer—all the good ones sell Ken pipes. He'll slip a Ken sanitary sleeve over the bit and let you demonstrate the Sof-Bit to your own satisfaction. Then take advantage of this great combination offer. A \$2.50 Ken pipe with regular Ken bit, plus an interchangeable 75c Sof-Bit—a \$3.25 value for only \$2.50! Smoke it five days at our risk. Your money back in full if it isn't as claimed. Or, if you already have a Ken, buy

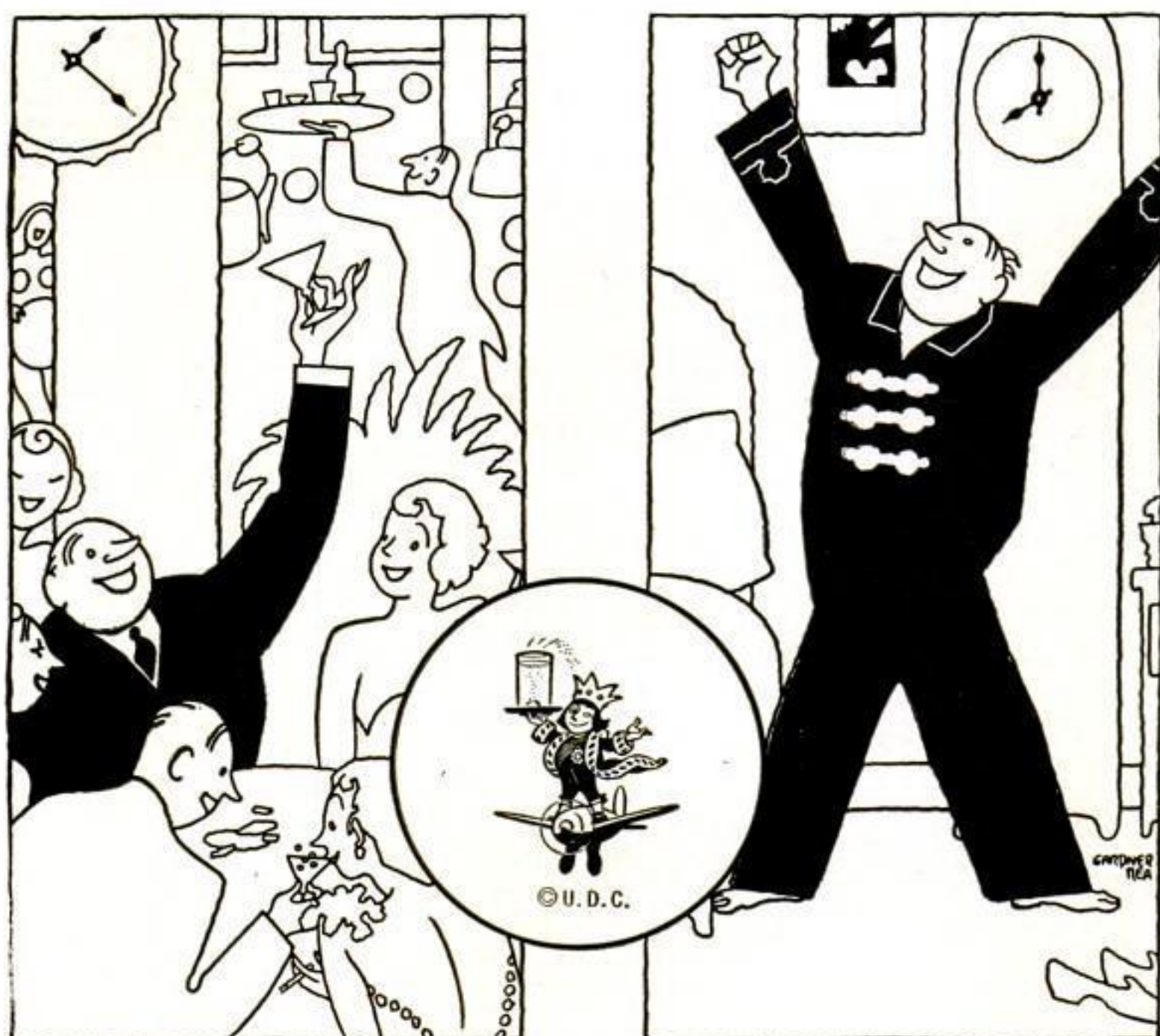
just the Sof-Bit. It fits any Ken pipe, makes it better.

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## BLIVEN ON WILLKIE (continued)

The *New Republic* issued a special supplement on Mr. Willkie which seriously questioned many things in the record of some of the Commonwealth & Southern companies while he was president. It charged hostility to labor unions, the hiring of detectives for "espionage," misrepresentation of facts to potential customers of the TVA, the building of "spite lines" to head off those of the TVA and of farmers' co-operatives, and efforts to destroy a hostile newspaper in Chattanooga. Mr. Willkie has never issued over his own signature any detailed reply. I feel he owes it to himself to make a complete answer to these elaborate, heavily documented charges. To be sure, in most cases Mr. Willkie was not personally active in the practices described; but he was the man finally responsible. If he knew what was being done, he must accept the blame; if he didn't know, he was being derelict in his duty. Willkie partisans may think I am setting an extremely high standard of conduct. They are right; that is the standard Americans ought to demand of their Presidential candidates.

I get an impression from his associates that Mr. Willkie is bull-headed. Reports trickle out that in conversation he does nearly all the talking, that he won't take advice even from experts retained for that purpose. A small point, but a significant one, is that Mr. Willkie wouldn't let anybody tell him how to use the microphone. He insisted on shouting, and lost his voice. To be sure, we don't want a President who is a mere yes-man; but it is easy for a Chief Executive to carry stubbornness to the point of danger for himself and for the country.

Mr. Willkie's whole argument on his own behalf boils down to saying that he is a businessman and therefore can get things done better than a politician can. As I mentioned above, I dispute this thesis. Certainly, his Presidential campaign doesn't look like an executive masterpiece. We have plenty of testimony that it has been badly disorganized and confused, with clumsy division of authority, lack of planning, duplicated effort and work at cross purposes.

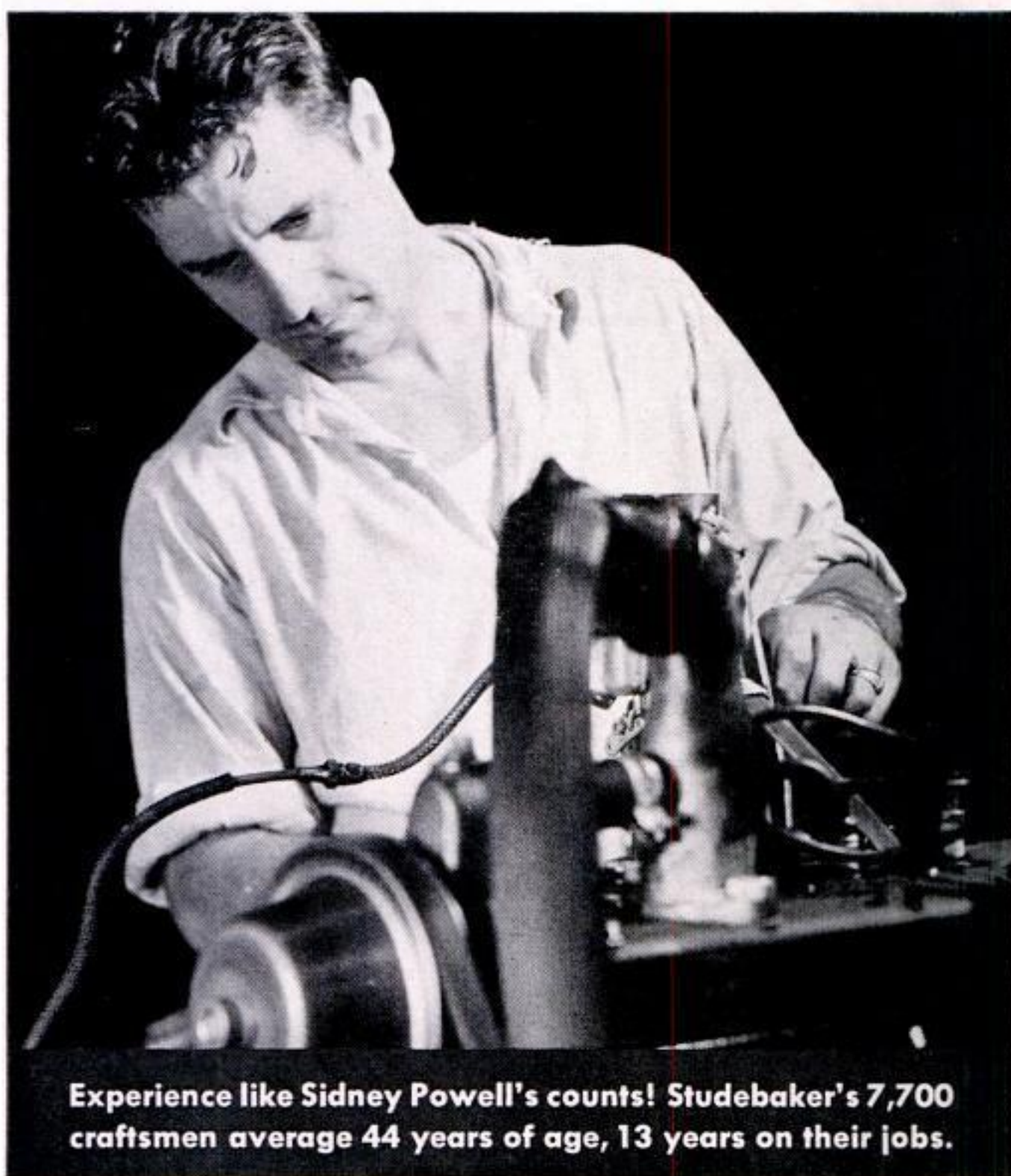
## Willkie isn't a businessman

Beyond this, I don't see any evidence that Mr. Willkie ever was a businessman, as we apply that term to a William Knudsen, a Walter Chrysler, a Juan Trippe or a Myron Taylor. Until 1933 he was a lawyer who never saw a factory or power plant except by accident. He was not an expert on production or on selling—the two great problems with which business has to deal. Since 1933 he has been titular head of a great holding company with numerous subsidiaries devoted mainly to producing electric power. All the real responsibilities for carrying on the service fell on other shoulders. Speaking as a man who has for some years been responsible for meeting the payroll of a business firm, I don't feel that Mr. Willkie really talks our language. I gravely doubt that he understands the complexities of either modern business or modern government.

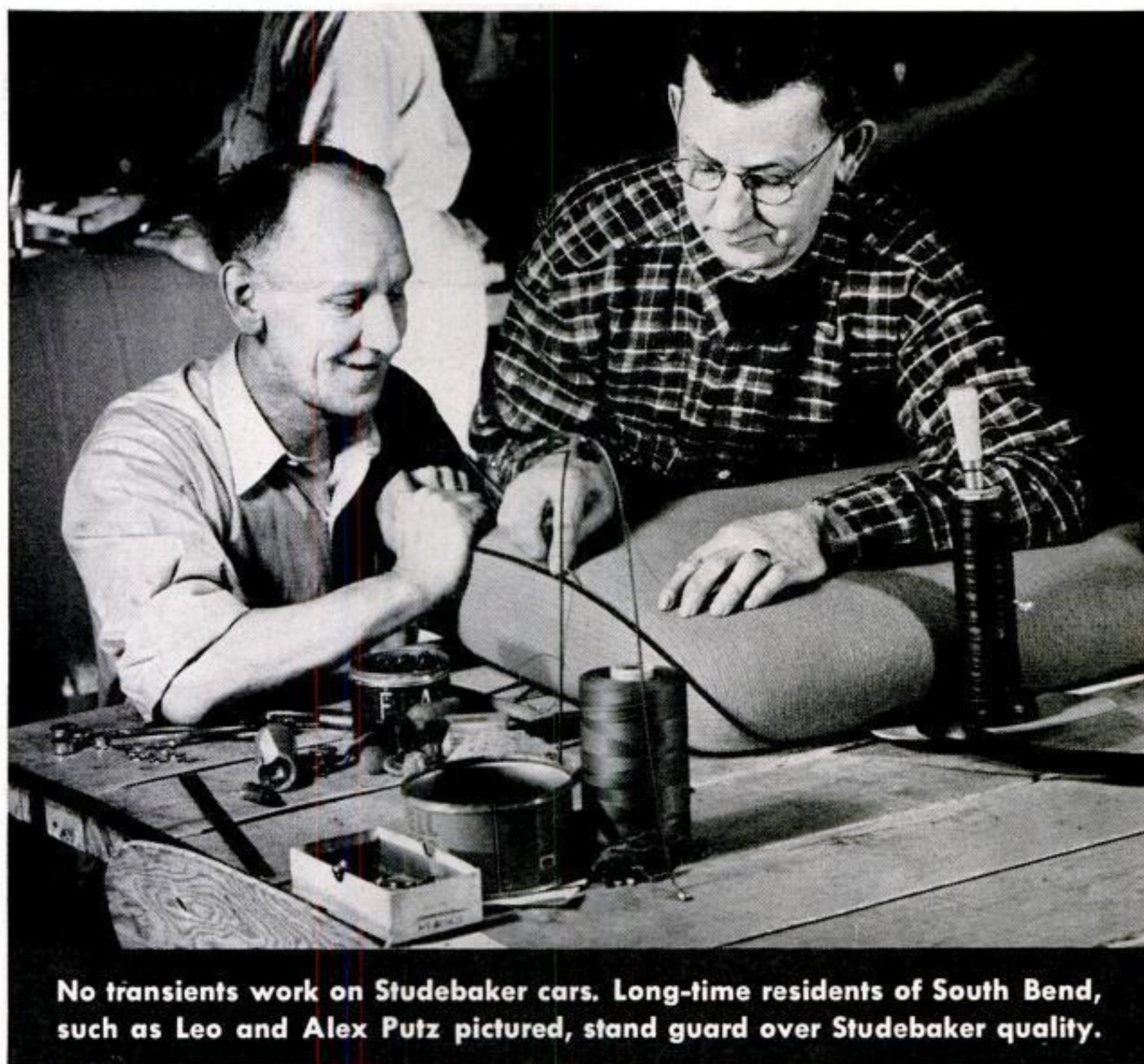
In the words of the *New Republic* supplement, he has been a "front man and fixer," a public relations expert who was hired to give a façade of respectability to a company and an industry both of which had a dubious past. The industry had engaged in some sharp practice in Washington lobbying, and during the 1920's had indulged in veiled bribery of editors and professors, had smuggled textbooks into schools and tried to buy up newspapers, all in the interest of its anti-public-ownership campaign. If Mr. Willkie has ever publicly repudiated these past misdeeds, I don't know when or where. I do know that as late as 1935 he called Samuel Insull, in a speech before the New York Economic Club "a forceful, dynamic and attractive figure." Mr. Willkie was hired, in fact, to be a press agent for Commonwealth & Southern, to make it seem purer and nobler than it really was. I am afraid he is now trying to perform a similar task for himself and for the least desirable elements in the Republican Party, elements that are carefully keeping out of sight. I see no reason whatever to believe that in office he would inspire the confidence of the businessmen of the country as a whole.

There are plenty of things I don't like about Mr. Roosevelt; I have repeatedly criticized him publicly for sins of omission, commission and disposition. If other things were equal I should feel that three terms for one man were undesirable. But sensible people cannot afford to vote on a single issue. They must add up all the facts on both sides and vote according to the totals. Mr. Willkie's total is that he is a victim of nostalgia who wants an impossible return to a dead and buried past. I don't feel that he is a competent executive or a sufficiently solid and reliable figure to be trusted with the destinies of America in this most critical period in our history. I'm for Roosevelt.





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dents bring in better money as used cars because they're better built as new cars.

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(continued from p. 105)

## MOSES ON ROOSEVELT

The role of the opposition candidate is a tough one. If he treats the President with great respect, praises his accomplishments and politely differs on major issues, he will be ridiculed as making a feeble campaign. If, on the other hand, he attacks boldly and without gloves, he will be charged with being cheap and undignified and with laying impious hands on the very ark of the covenant. The President can say he is busy with defense and has no time for politics, and can still hourly create and use public occasions for political advantage. The opposition candidate is in the difficult position of fighting against a monster with the substance of the President and the shadow of the Great Politician.

I must confess to being sick of the early campaign oratory on both sides. When I hear the dulcet Groton and Harvard tones of the President addressing the Teamsters Union in Washington, handing them all the guff of a walking delegate, a bell rings in my foggy brain and a beacon light guides me to William Jennings Bryan pleading to a jaded Democratic Convention not to let malign forces press upon the brow of labor the crown of thorns. And when I hear Mr. Willkie recapturing his youth at Coffeyville and, reverting to the Hoosier dialect, plead for the triumph of the only true Americanism, that of the grass roots, the same bell peals and the same light takes me back to the same old speech of the same old William Jennings Bryan, and I hear him burbling about the pioneers who braved the terrors of the wilderness that the desert might blossom like the rose and the little children mingle their treble with the voices of the birds.

Why do they do it? With the President, it is an old and successful technique which may be nauseating to some but has worked so far with the crowd. In Willkie's case, it looks as if someone had been coaching him to talk like Carl Sandburg in the shadow of Abraham Lincoln, and to get as far away as possible from the Willkie of the Commonwealth & Southern. We want Mr. Roosevelt to tell us frankly what are his policies and Mr. Willkie to tell us what is the matter with them. We want both of them to stop waltzing about and tapping each other. This is a fight and not a Russian ballet.

The only question before the country, as I see it, is the capacity of the President to administer our affairs in this crisis, and the only bearing which his background, his personality, his past record and his recent actions have is to offer a guide to the voter in making his decision. In speaking of a crisis, I am not using a threadbare word in a hackneyed connotation. I mean a real crisis involving the most tragic consequences, consequences such as have been visited recently on Czechoslovakia, Poland, Finland, Holland, the Scandinavian countries and France, and between which and ourselves stand only British courage and tenacity.

### "Shilly-shallying, foolish optimism"

If this is indeed a crisis for us, and if we must prepare for the worst eventualities without the ineptitude, the shilly-shallying, the foolish optimism, the spineless indifference and the utter selfishness that have brought other democracies to their knees, then we had better get ready in the remaining weeks of October to select as President the man who can arm us most quickly for what is in store.

When the British retired Mr. Chamberlain and put Mr. Churchill in his place, they set aside as unimportant some well-nourished, long-standing, stubborn, truly British prejudices against making any Churchill Prime Minister. They took this man in the hour of extreme peril, not because they liked him particularly, not because they cared for his methods as applied to their ordinary daily life, not because of certain American or at least non-English characteristics; but because in the face of national inertia, blindness and contempt, he had preached day in and day out against the follies of those in office, and because they knew he had the nerve to reorganize before it was too late.

If, as I firmly believe, we are in the same muddle, we must apply the same remedy. We must look for a strong administrator. We must be prepared to shelve many of the so-called gains of the New Deal. We cannot fight highly centralized, totalitarian governments operating under ruthless efficiency with an easygoing democracy and with paper programs for the economic millennium. All classes will have to make sacrifices, and plenty of them.

Of course, if there is no real crisis, the situation is altogether different. At the moment an enormous number of voters, perhaps even a majority, do not in their hearts believe that the U. S. is actu-

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ally threatened by anything serious from abroad, in spite of what they hear on the radio, read in the press and see on the screen, and in spite of the eloquent testimony of honest observers and refugees.

If, on the other hand, the crisis is at hand, the voters had better throw overboard all extraneous issues and get down to the question of defense. If this logic prevails, the present administration will have tough sledding, because it has a record of administrative ineptitude, economic weakness and thirst for power for its own sake, so amazingly parallel to the weaknesses of the democracies abroad, particularly France and England, that it requires no magic brush to paint the analogy. Premier Blum advocated much the same economic program sponsored by President Roosevelt, and in England a succession of third- and fourth-rate ministers made feeble gestures in the direction of preparedness while competent men, eager to serve, were proscribed because they did not travel in the right political circles, and while the permanent services, both military and civil, were filled with bungling bureaucrats working by codes and rules that totalitarian inventions in other countries had rendered obsolete and meaningless.

## Europe fears our mass production

What action in the U. S. will most frighten the Hitlers, the Mussolinis, the Stalins and their lesser imitators? Obviously the election of an administration that will speed up to top efficiency the mass production of the American machine which has long been the envy of both Communists and Fascists. The Russians have no respect for our capitalist system, but they have the most extravagant admiration for the products of that system as they roll off the assembly lines in the form of cars and other mechanical marvels that really work. The Germans have the greatest contempt for our individualism and democracy, but they frantically copy our inventions. The Italians shout implications across the Atlantic, but they copy our public improvements like children imitating a teacher. If we want to put the fear of God into these people, keep them off our necks and drive them more quickly into the collapse which some day will inevitably pay for megalomania, murder and over expansion, the smart thing for us to do is to bring into office an entirely new set of men who can grind out with tireless speed the implements of defense and war which alone command respect on the Continent of Europe and in the Far East.

Mr. Roosevelt strikes no terror into people who measure results only in terms of national military and industrial strength. His weaknesses are better known abroad among our enemies than at home among our voters. They are faithfully reported to the dictators by skilled and hostile observers in our midst. Every foreign agent knows Mr. Roosevelt's weakness in picking his administrative assistants and the curious way in which he holds on to pets who have lost all fitness for the job. They know how vacillating are his policies; that he is for cartels and combinations today under the NRA and for trust-busting and smashing corporations into atoms under the Assistant U. S. Attorney General tomorrow. They know that capital and business have been frightened into hiding and that threats of expropriation, nationalization and jail sentences are not effective means of getting production in a country accustomed to individual initiative and resentful of goose-stepping. They know that while a dictator can afford to be vindictive and personal, a president can't energize a democracy in this way. They know that the attempts of the President to blackjack the Supreme Court, and his subsequent packing of the Court, have driven a wedge between conservatives and radicals, and along with many other similar actions have threatened the unity without which no nation can present a united front to the enemy.

Let us consider under the head of administration the President's gesture, miraculously made on the very eve of the Republican National Convention, in the direction of national political unity. Does anyone who knows the gentleman believe that Colonel Stimson, a fine, stuffy old Republican with an impressive record, was picked because he was the best man in the U. S. to head the War Department in the most trying days of the nation since Valley Forge and the second Battle of Bull Run? Was he chosen on the basis that Abraham Lincoln picked General Grant and stuck to him like a burr until he turned defeat into victory? Can it be possible that the American people are so gullible that they don't see through the stunt of the President in the appointment of Colonel Stimson, and don't know that this respectable old gentleman is simply a shield and buffer against criticism by the opposing Party? This was not a non-partisan appointment. It was not a patriotic appointment. It was playing politics with defense.

It is because of this lack of administrative instinct that the Presi-

CONTINUED ON NEXT PAGE

## "I was ALONE AND THE NEAREST DOCTOR 21 MILES AWAY"



**I RAN FOR HELP...** I grabbed my hat and ran across fields to my nearest neighbor's. I told her what was wrong with my child.

**HELP!...** I needed help, I needed it quick. My only child had a mean cold. His upper air passages were clogged. He was coughing. He felt miserable.



**IT'S ONE BEST WAY...** She gave me some real sound advice, about how to relieve miseries of a cold, and a jar of Vicks VapoRub. She said: "Be sure to use it the improved, better way!"

**LOOK! ASLEEP ALREADY!** Thanks to her priceless advice—and the IMPROVED VapoRub treatment—Bobby soon fell off into restful sleep. By morning, most of the misery of his cold was gone.



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**STIMULATES**—works on chest and back like a warming poultice or plaster.

To relieve misery of children's colds and adult colds, too—to loosen phlegm, ease coughing and muscular soreness, relieve localized congestion—thousands upon thousands of mothers now depend on "VapoRub Massage."

**REMEMBER...** To get all the benefits of this improved Vicks treatment be sure to use genuine, time-tested VICKS VAPORUB!

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Tonight have him put a few drops of Vicks VapoRub up each nostril. It's an effective way to help clear the nose when it is clogged up with transient congestion that hinders breathing, spoils sleep and often causes snoring.

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## MOSES ON ROOSEVELT (continued)

dent shuts his eyes to the palpable fact that even when the objectives of the Government are good and the ends desirable in themselves, government can be expanded beyond our capacity to govern. He cannot see, even with the glaring signposts around him, that it is impossible to get the necessary administrative talent to run the vast industrial system upon which our American civilization is so largely based. The President has threatened and seems ready to take over business and industry, but he does not know how to run them and he can't get them operated on New Deal theories with executives who have been robbed of initiative and incentive. The President does not know that he has more than he can do to operate in time of international war the agencies that must be in the hands of the government, without putting the clammy, paralyzing hand of bureaucracy on private industry.

As part of this process of nationalization the President has constantly attacked buccaneering in industry, but has hardly uttered a word against the prevalent racketeering in labor. Labor is promised a 30-hour week with time-and-a-half and double-time for work after ordinary hours. On this basis can we prevail against nations with longer hours? Does the farmer work 30 hours a week, or the housewife, or the brain worker, or the soldier, or the officer, or the executive? By way of reply we are told that greater efficiency is created by a 30-hour week, that it spreads work, even when there is a great defense program, that anyway a 30% or 40% increase in cost is unimportant in a crisis, that the money we are spending is Mexican money, and that the debts we create will be written off by some financial hocus-pocus to be engineered in the future by the Secretary of the Treasury under the direction of the Skipper himself.

By way of contrast Mr. Willkie appeals powerfully to those who have watched his extraordinary rise without political experience or machine backing. He is not an aristocrat attempting to escape from his environment, but a democratic fellow without illusions of grandeur. He has knocked about the country and made his way to success in business by spreading and cheapening its products. He is a new man who likes strong people about him. He is tolerant of differences of opinion. He has a healthy dislike of lickspittles. He can take the unpopular side in a debate with demagogues and put them under the table. Above all, he has none of the softness, none of the disposition to chase economic will-o'-the-wisps, none of the itch for political immortality that renders an executive unfit to lead a united nation to military and industrial invincibility.

## Roosevelt's foreign policy a muddle

We are told that the President has a fine and consistent foreign policy. What is it? I have repeatedly asked friends of mine who are among his supporters to explain it. For example, what are we doing in the Far East? What is back of our threats to Japan? What right have we to insist on the status quo? Are we prepared to back up our threats and with what? Do we really care who has Indo-China, Borneo and the Celebes? No one knows who has them now. Has the Committee on Foreign Affairs of the Senate any knowledge of the President's plans in the Orient? Does Congress as a whole know anything about them? Do the people understand them? Are we prepared to entrust the decision in these matters to a man as freakish and unpredictable as Mr. Roosevelt, a man who is guided not by responsible public officials but by a kitchen cabinet of stale tired young men who keep their jaded interest alive by cooking up new experiments, like the proverbial baboon with a bright ball?

Let us suppose now that the President wins and has his third term, can any one confidently predict that with no further political ambitions he will give us a forthright, non-partisan government of all the talents, that he will pick the best men, that he will have an eye single to the problem of defense, that he will cease stirring up class hatred and factionalism and will stop giving lip service to conservatives, while he allows radical brain-trusters to formulate his actual policies? Or will he continue just as he is until the first day of July 1944, when a listless Democratic National Convention, composed entirely of robots and stooges, will fan themselves in some overheated convention hall, waiting for the voice from the White House which will say in its suavest tones: "My friends, lift up your hearts, I have decided that the country's extremity requires me to run again."

At the moment the President is running strong, but the race is not always to the swift. Willkie is a fighter. If they toss enough ripe tomatoes, wastebaskets and bricks at him, and continue to spatter his wife with eggs, he will shake off the wraps and hobbles his trainers have put on him and show his real form. This man has the stuff. He will thrive on adversity. My prayers are for his election.

**CARBONA SOAPLESS LATHER**



25c BOTTLE  
CLEANS  
2 CHAIRS  
AND SOFA  
OR 9 x 12 RUG

Also Makers of the world famous  
**CARBONA CLEANING FLUID**  
Carbena Prod. Co., 301 W. 26th St., N.Y.C.

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**LIFE**

For your convenience... this mark of identity in a store quickly calls attention to LIFE-advertised products.

**HOLLAND HEINE'S PIPE FREE!**

Made of imported briar and excellently finished in natural briar colors. A pipe cleaner works while you smoke, assuring peak of pleasure. 7 shapes for choice.

**SAVE OPENING STRIPS FROM TINS OF Fragrant HEINE'S BLEND**



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AQUABELLES RELINQUISH ALL AS SAN FRANCISCO FAIR ENDS



Everything's off for these young ladies of Billy Rose's Aquacade at the San Francisco Fair. You see them here on the night of Sept. 29 when the Fair closed. They are lining up backstage with nearly 200 more wet, wiggling, laughing beauties to hand in bathing

suits for the last time to a motherly wardrobe mistress. A record crowd of 211,000 attended the last day of the Fair, turned it into a Mardi Gras which reached its peak among the Aquacade cast when Johnny Weissmuller tossed Crooner Morton Downey into the tank.



BY APPOINTMENT TO THE PRINCE OF WALES • 1936

BY APPOINTMENT TO H.M. THE KING OF SWEDEN

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69

BLENDED SCOTCH WHISKY

8  
YEARS  
OLD



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86 PROOF

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PARK & TILFORD IMPORT CORP., NEW YORK, N.Y.

SOLE DISTRIBUTORS FOR UNITED STATES

No. 1 in  
Taste!

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IMPORT CORP., NEW YORK, N. Y.  
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# “We, the American people— more than 20,000,000 of us— read LIFE each week!”

**Y**ES, LIFE now has a regular weekly audience of more than 20,000,000 readers—the *largest number of people ever to read each issue of any magazine!*

This fact is revealed by Report No. 4\*, the latest Report of LIFE's Continuing Study of Magazine Audiences.

It confirms scientifically the vast, continuing growth of a great publishing phenomenon. It establishes impressively LIFE's status as a *necessity of modern living*.

For LIFE, through its uniquely graphic use of

pictures and words, vividly illuminates the swiftly developing facts of a fast-moving world . . . vigorously interprets an ever-changing world . . . presents truth and reality so that they not only inform but hearten . . . all in a way that America's millions *understand* and *like* and *want*.

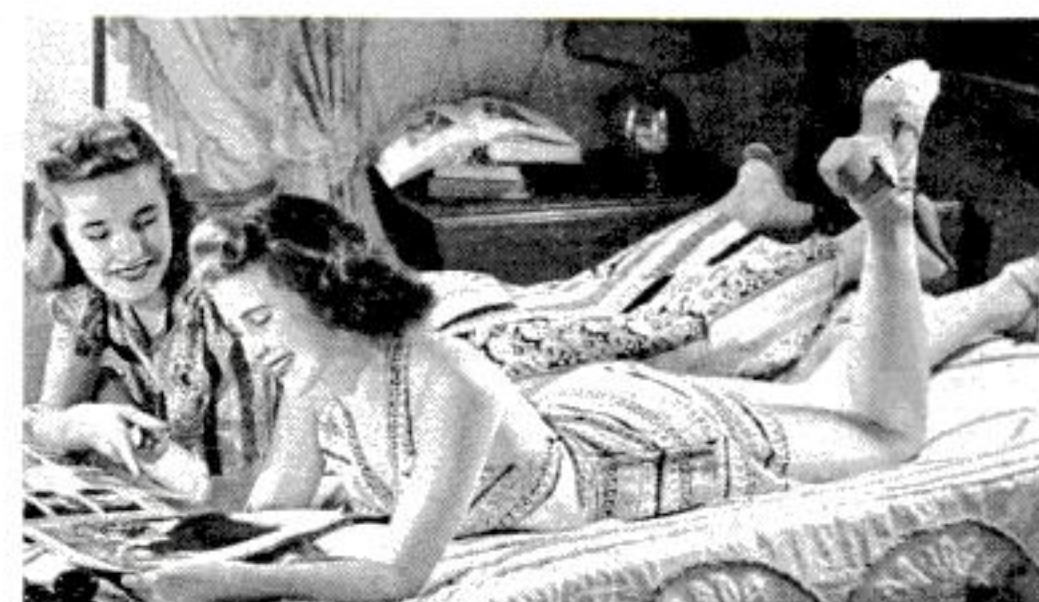
The fact that people in great numbers are eager for this sort of enlightenment prompts them to pay out more money for LIFE than is paid out for any other magazine. Prompts these people, too, to pass LIFE on to millions more to see, read, and absorb.

Report No. 4 of the Study now goes deeper into the make-up and value of LIFE's millions of readers than has any previous Report. Ask for your copy. It will show you why LIFE unquestionably stands today the *most potent advertising force in America*.

• • •

## **\*What This New Report Tells About the American Customer...**

By surveying a scientific cross section of the American public, the Report reveals the amazing number of





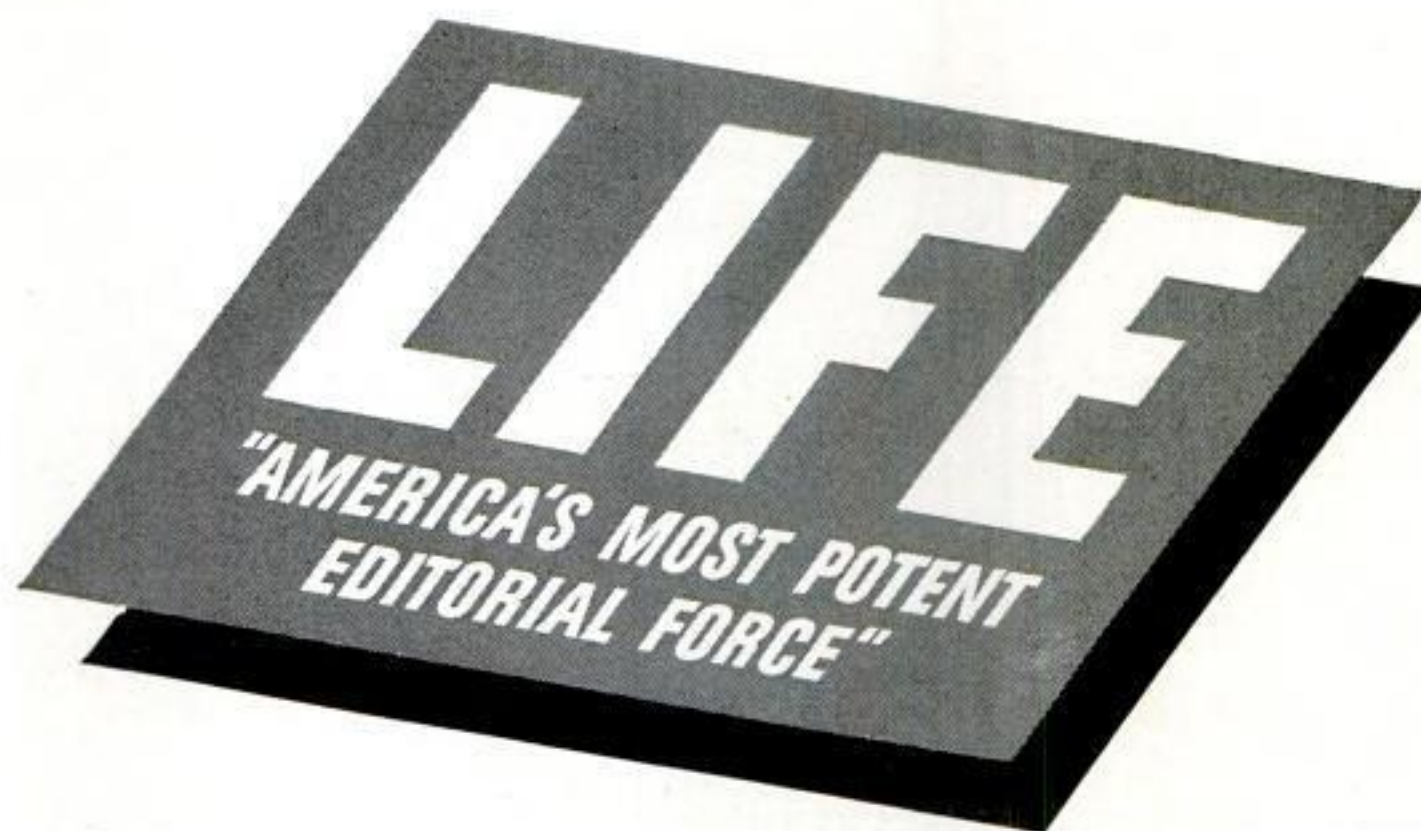


people who read one or more of each issue of the four large weekly magazines.

It provides both the advertiser and his dealers with many valuable new facts about these people . . . shows why they are America's best customers . . . where and how they live . . . just how many of them are men . . . how many are women . . . etc.

Latest total readers of each magazine, for instance:

<b>COLLIER'S</b>	<b>14,750,000</b>
<b>LIBERTY</b>	<b>12,900,000</b>
<b>LIFE</b>	<b>20,450,000</b>
<b>SATEVEPOST</b>	<b>13,050,000</b>





**5000** college men  
enroll with I. C. S.  
every year!



**EVERY YEAR**, four to six thousand college men enroll for home-study courses with the International Correspondence Schools.

More than half the college men in the United States and Canada are at present engaged in work for which their college studies did not prepare them specifically.

Faced with the necessity of supplementing their college training, many of these men turn to I.C.S. These half-century-established Schools offer them a Selected Units Plan . . . by which they may arrange for a "tailor-made" course to fit their needs.

If you need special training in preparation for a new job, or for promotion to a better one, this Selected Units Plan may be the happy solution to your problem.

This coupon will bring you complete information. No obligation.

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Box 3715, Scranton, Penna.

Without cost to me, please send full particulars about the course marked X:

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Canadian residents send coupon to the International Correspondence Schools Canadian, Limited, Montreal, Canada. British residents send coupon to I. C. S., 71 Kingsway, London, W. C. 2, England.

**IF YOU WANT**  
to subscribe to LIFE, write to  
**P. I. PRENTICE, Circulation Manager**  
LIFE—330 East 22nd Street  
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**AND ENCLOSE \$4.50**



**SAFE!**

**NEW  
DISCOVERY**

**For WORMING Your Puppy or Dog**  
**Without Danger of TOXIC POISONING!**

Thanks to the NEW Glover's Imperial Capsules, the danger of toxic poisoning and violent after-effects from worming your pet is at last removed. This was never before possible in a worm medicine! They not only expel Round Worms (Ascarids) and Hook Worms, but also Whip Worms—all THREE! Think of the ECONOMY—only 25c!

**FREE DOG BOOK**—Write Glover's, Dept. 17, 460-4th Ave., New York.

**ONLY 25¢ GLOVER'S**  
*Imperial CAPSULES*

**MAGIC**



"Dante" the magician is a Dane named Harry Jansen. His big magic show called *Sim Sala Bim* will soon go on tour, a-flutter with pigeons, ducks and vanishing girls.

**"DANTE" HELPS TO BOOM HOCUS-POCUS**

**M**agic is on the rise. Today more magicians make a living in night clubs and vaudeville than ever before. Broadway this fall saw and liked its first big trick show in 13 years, presented by "Dante" in the style of oldtime Magicians Kellar and Thurston.

In the U. S. more than 5,000 amateur and professional bamboozlers are organized into clubs like the Society of American Magicians, while countless magic-lovers like Joan Crawford do miracles on the side. Last month LIFE visited the New England Convention of Magicians, watched 250 magicos fool each other furiously for two days, shows on next pages a few of their tricks.



In Dante's show *Moi-Yo Miller* rests in trunk while Dante prepares to shoot her to the theater's roof. At left is *George White*, famed helper of Magician Thurston.



**WHEN MOTHER  
WAS  
MARRIED**

28 years ago, Sani-Flush put an end to one of the meanest jobs in the house. And still, today, it is the easiest and best known way to keep toilet bowls clean and spotless. Cannot injure plumbing connections. (Also effective for cleaning out automobile radiators.) See the directions on the can. Sold by grocery, drug, hardware and 5-and-10c stores. 10c and 25c sizes. The Hygienic Products Company, Canton, Ohio.

**Sani-Flush**  
CLEANS TOILET BOWLS  
WITHOUT SCOURING



**FREE! A TRIAL BOTTLE OF FAMOUS  
AMBRÓSIA**

TAKE ADVANTAGE OF THIS 30 DAY OFFER! Get your free sample of this Liquid Pore-Cleanser used by famous beauties. Helps remove pore dirt that mars lovely complexions. Absolutely no obligation. Simply send name and address to HINZE AMBROSIA, Inc. Dept. 11, 30 Rockefeller Plaza, N. Y. C.

**MENDS MOST ANYTHING**

Iron Glue holds tight, is extra strong. Mends wood, glass, china, leather, toys, 'most anything. You can buy it 'most anywhere—1/4 pt. to 1 gal. cans or 10c bottles. McCormick Sales Co., 408 Light St., Baltimore, Md.

**IRON GLUE**  
AN ELEPHANT FOR STRENGTH

**CORNS**

Corns and callouses quickly removed with Mosco, the stainless corn salve. Easy and pleasant to use. No knife, plaster or cloths necessary. At your druggist's. Jar 30c. Money refunded if not satisfied. Write for Free Sample. The Moss Co., Dept. L-40, Rochester, N. Y.

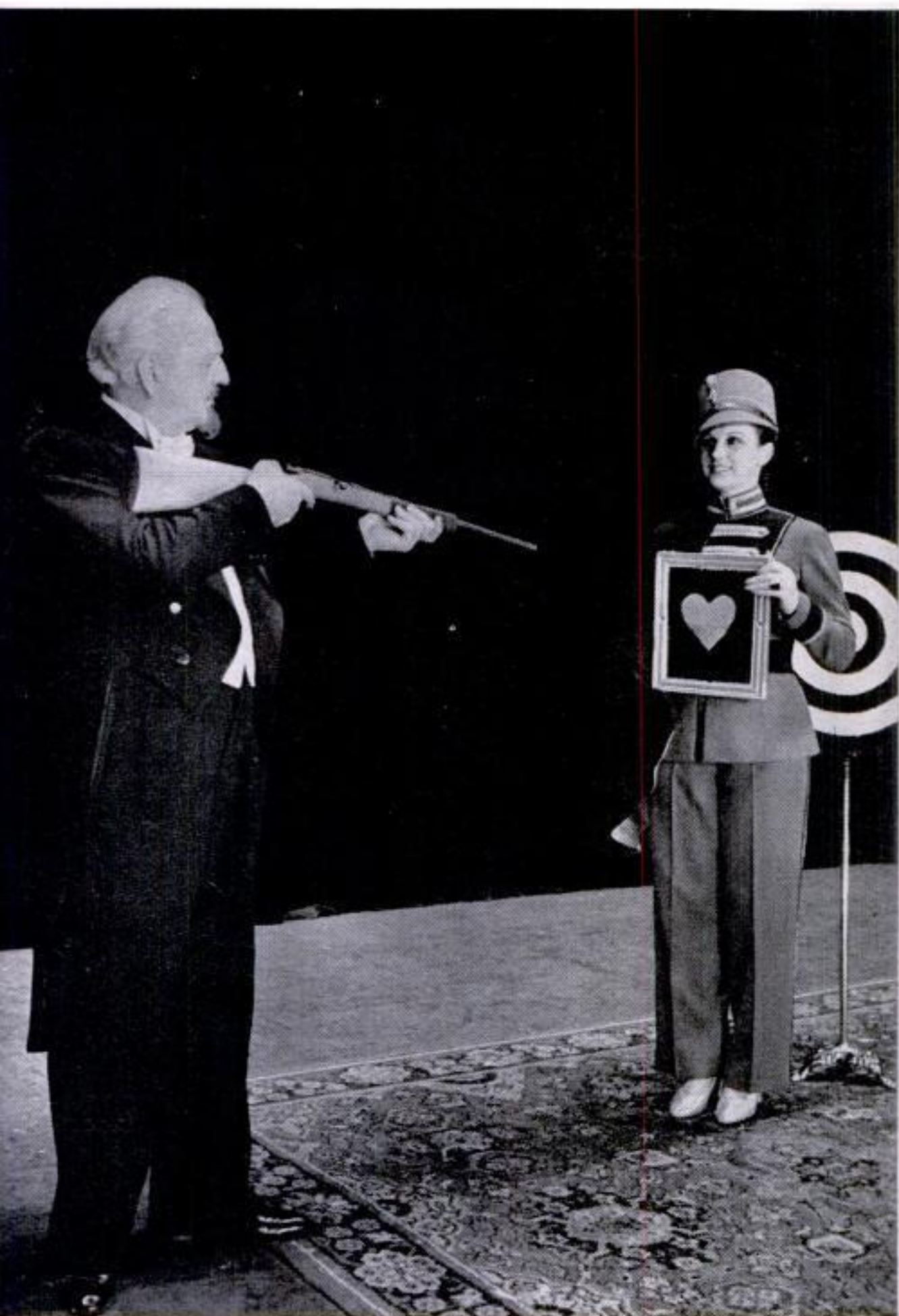
**MOSCO**  
CORN REMOVER

**Don't SCRATCH**

Apply at once this soothing ointment and quickly relieve the itching torture

**RESINOL**





"Painless Penetration" is the title of this trick wherein the Great Dante loads his rifle with a ribbon attached to a dart, aims at Miss Moi-Yo Miller from Australia.

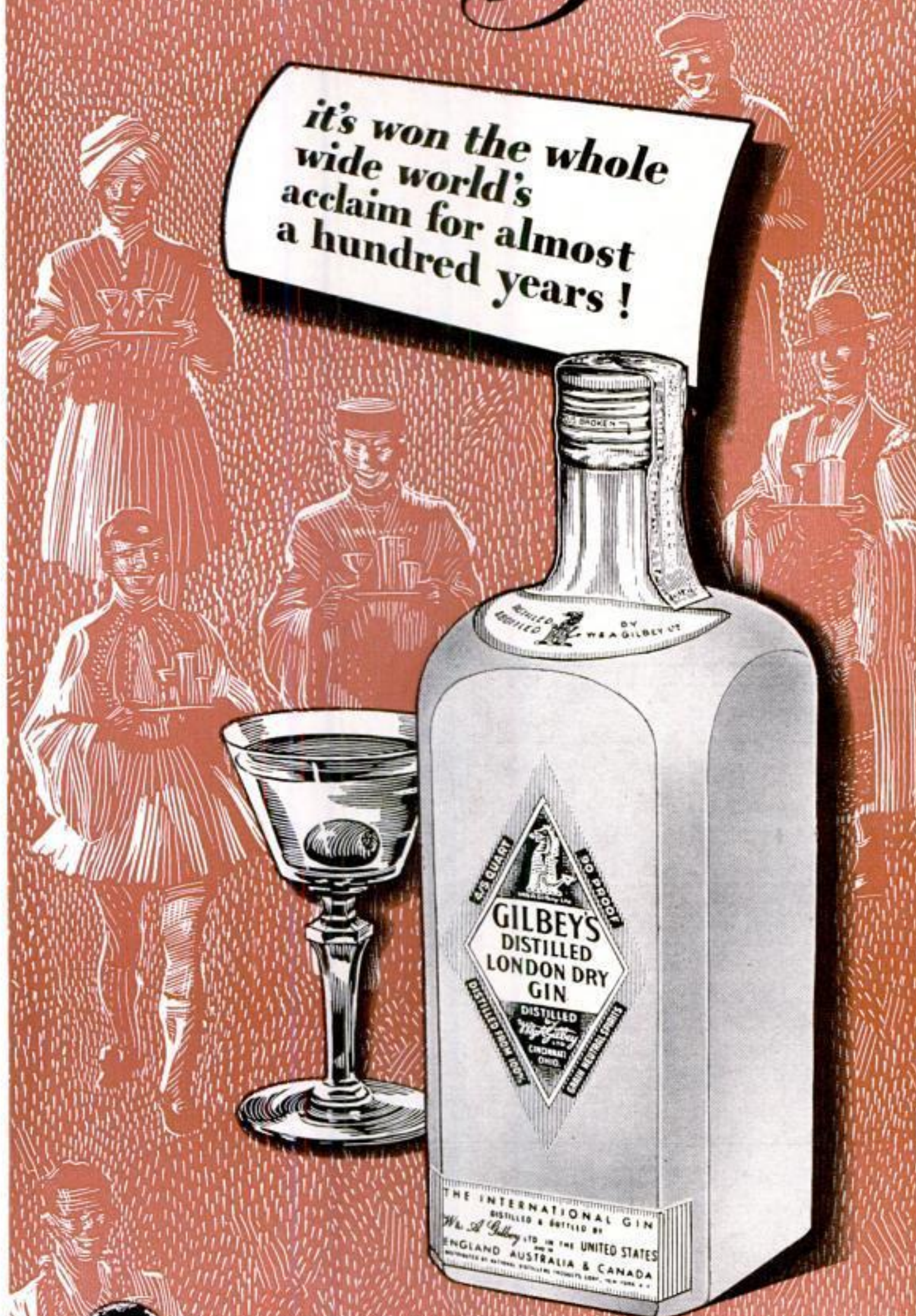


Still smiling, Miss Miller is apparently penetrated by the ribbon, which first pierces the frame in front of her stomach, finally ends up behind her in a perfect bull's-eye.

CONTINUED ON NEXT PAGE

# GILBEY'S GIN *must be Better..*

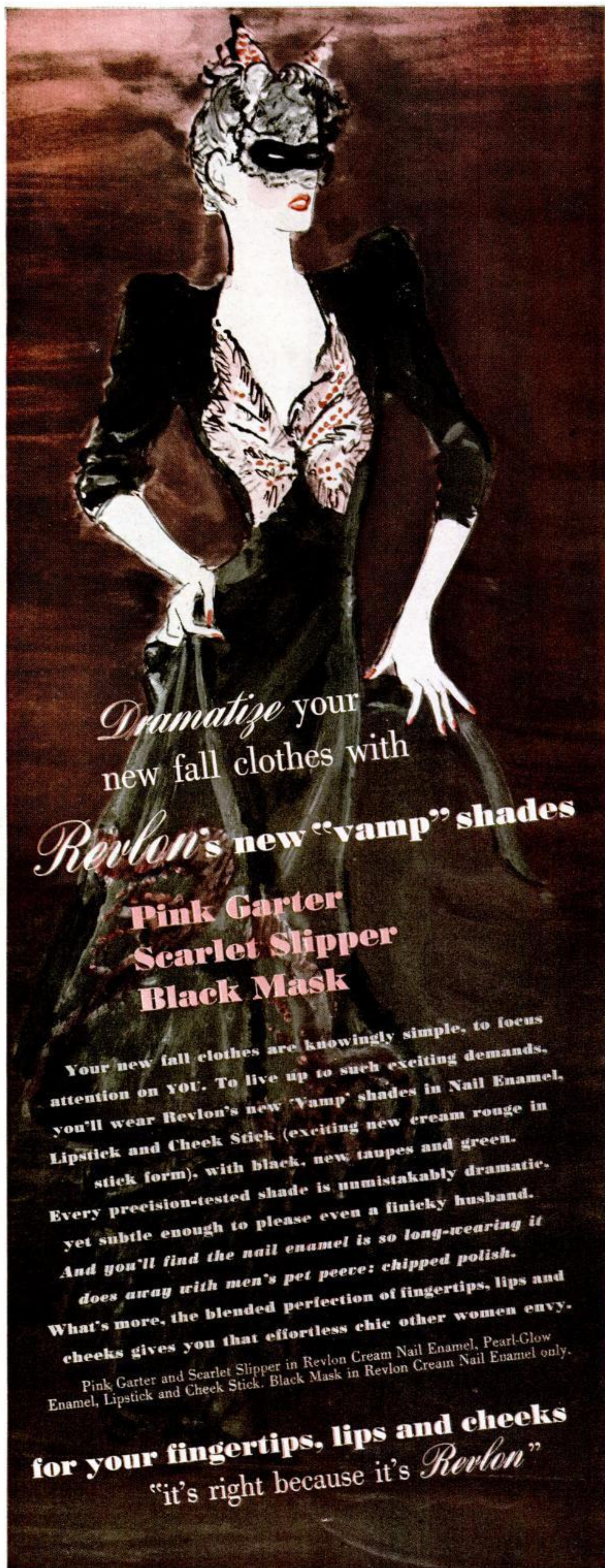
*it's won the whole  
wide world's  
acclaim for almost  
a hundred years!*



The INTERNATIONAL GIN  
distilled by GILBEY in the  
United States as well as in  
England, Australia, and Canada

90 Proof. Distilled from 100% Grain Neutral Spirits.  
National Distillers Products Corporation, New York





*Dramatize your  
new fall clothes with*  
**Revlon's new "vamp" shades**  
**Pink Garter**  
**Scarlet Slipper**  
**Black Mask**

Your new fall clothes are knowingly simple, to focus attention on YOU. To live up to such exciting demands, you'll wear Revlon's new 'Vamp' shades in Nail Enamel, Lipstick and Cheek Stick (exciting new cream rouge in stick form), with black, new taupes and green. Every precision-tested shade is unmistakably dramatic, yet subtle enough to please even a finicky husband. And you'll find the nail enamel is so long-wearing it does away with men's pet peeve: chipped polish. What's more, the blended perfection of fingertips, lips and cheeks gives you that effortless chic other women envy.

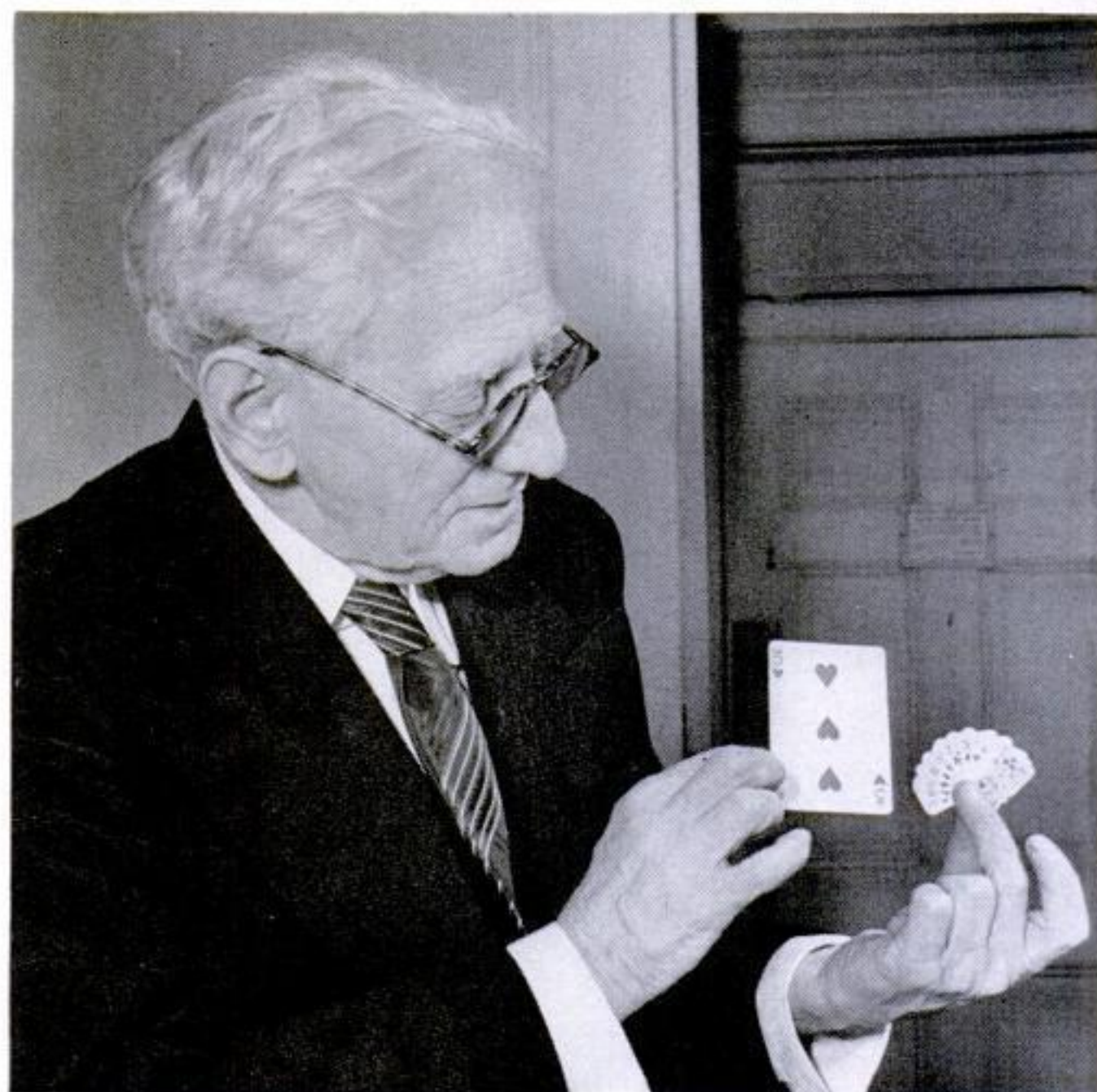
Pink Garter and Scarlet Slipper in Revlon Cream Nail Enamel, Pearl-Glow Enamel, Lipstick and Cheek Stick. Black Mask in Revlon Cream Nail Enamel only.

**for your fingertips, lips and cheeks**  
*"it's right because it's Revlon"*

## Magic (continued)



**Al Baker** does his specialty, "Diminishing Cards," at New England Convention of Magicians in New Haven. Al is a Brooklyn magic dealer, a patriarch of prestidigitators from old tent-show days. To keep magic alive his daughter married a magician.



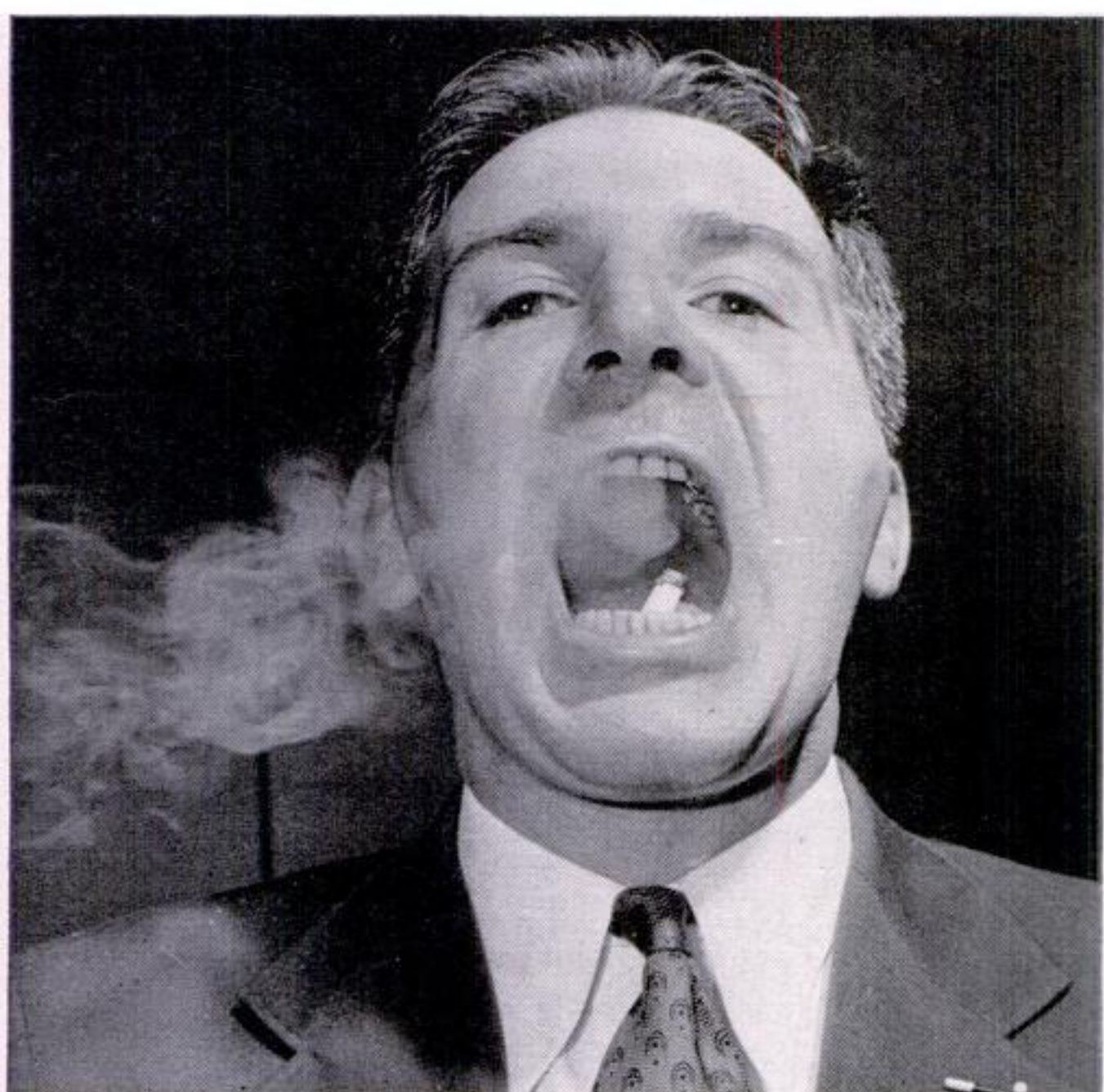
**Smaller and smaller** shrink the cards until Al rubs his fingers together and they disappear into thin air (*below*). The trick is done by a gimmick, some sleight of hand and expert misdirection. Al Baker is the Toscanini of the Diminishing Cards.







"Hypno-magic" is performed on New Haven green at convention by Joseph Karson of Springfield, Mass. Karson puts Robert Stevens into a semiconscious rigid state, lays him between chairs and stands on him. Stunt is explained in Karson's \$5 book.



Cigaret-eater is Dr. Lawrence J. Obrey, Boston dentist and amateur sorcerer, who drinks water with lighted cigaret in mouth. Below: Magician Joan Crawford watches Al Altman of M-G-M do old trick of tearing up paper, restoring it into paper pants.



**"BOY! Look at the money we save when we figure our own car financing"**

These young people are smart. With their eyes on their budget—they just naturally want to save all they can when they buy a car on time.

And they have every right to know, before they buy, just what they get and what they pay.

With the new GMAC "Figuring Chart," you, too, can see exactly what your financing cost will be—in advance, based on the amount of time you want and the amount you wish to pay monthly.

If you intend to buy a car on time, the General Motors Installment Plan offers you both low financing cost and broad insurance protection for your car. In addition, you will get a lot of personal satisfaction from the liberal and friendly treatment that is an integral part of the General Motors way of purchasing out of income.

So, before you buy, send the coupon below for your free GMAC "Figuring Chart" and see how much you can save.

## GENERAL OPEN BOOK MOTORS INSTALMENT PLAN

*This plan is available only through dealers in*  
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Two small fish dangling on a line were used by Mary Payne of Little Compton, R. I., as admission to ball.



Sponsor of the ball, Herbert Brownell, weighs a fish submitted by one of the guests as ticket of admission.



Skate (*Raja laevis*), horribly tricked up with fins pinned back and cigaret in mouth, is exhibited by madcap guest.



Dressed as a diver, Carrington M. Lloyd, Sakonnet socialite, comes to ball with a dead skate on an eel spear.



Biggest fish submitted was a 260-lb. stingaree (*Dasyatis sabina*), won its captors first prize—a case of beer.



Worried by the dimensions of her miserable fish, Ethel Burdick, 16, submits a potato, finds it doesn't count.



New England individualism is manifested by this misogynistic guest who selects a chair as partner.



The grand march is led by Walter Chace, 67-year-old gardener, painter and fisherman. Fo'c's'le is hung with fishnets, lobster pots, anchors.



Downeasters dance with seashore guests. Professional orchestra from Fall River supplies music.



# Life Goes to a Party

## Rhode Islanders mourn the end of summer at Fisherman's Ball

On Sept. 18 the people of Sakonnet Point (pronounced "Skunnet"), R. I., held their annual Fisherman's Ball. To New England's salty coastal citizenry a fish is a thing of joy and beauty, to be enjoyed in the net, the chowder bowl and in the mind. The odor of fish, however brisk, seldom offends their nostrils. Dr. Samuel Johnson once grouched dourly that a fishing rod "is a stick with a hook at one end and a fool at the other." But on this matter as on many others he was in the minority. Fishermen on both sides of the Atlantic have for centuries been proud of their apostolic occupation. It was an eminent New Englander, Cotton Mather, who ascribed spiritual qualities to fish and wrote a hymn to them as follows:

*Ye monsters of the bubbling deep,  
Your Maker's praises spout;  
Up from the sands ye codlings peep,  
And wag your tails about.*

And Ruskin, with a true Anglo-Saxon's respect for liberty, asserted flatly, "No human being . . . was ever so free as a fish!"

In line with this fine, free, finny tradition, 200 piscaphiles went a few weeks ago to the Fisherman's Ball at Sakonnet Point's Fo'c's'le, famed waterfront meeting place and bar. As ticket of admission each was required to submit one fish. They arrived with tautog, squid, butterfish, bluefish, mackerel, striped bass and hake. Some had caught their own fish. Others had bought them at stores. A few slipped in on cans of tuna, crabmeat and sardines. Prizes were awarded for the biggest and smallest fish (*see below and opposite page*). For five hours seashore visitors and native fishermen—dressed in oilskins, slickers and dungarees—marked the season's end with one last evening of farewell fun. They danced, told fish stories, dined on chowder and beer. When it was over, summer at Sakonnet Point had come to its official end.



Fisherman Arthur Wilkie proves he can drink beer and smoke his pipe at the same time. Proud of the single

"I" in his name, he says he is "no relation, I hope," to Wendell. His ticket to the ball was a live lobster.



Smallest fish submitted was a lumpfish (*in right rear*) which took first prize. It won a nip bottle of rye for its sponsor, who complained: "the drink ain't as big as the fish."



Judges: Capt. Charles Gray, seaman for 54 years, now a rigging mender; Capt. Charles Christiansen, skipper of fishing boat *Florence*; Thomas Morrison, fisherman for 50 years.



*Choose Schenley  
Black Label for  
Richer Drinks*

*Choose Schenley  
Red Label for  
Lighter Drinks*



### **SCHENLEY SWALLOWS SING:**

*"Blends by Schenley, Rich and Light—  
Schenley Swallows Serve You Right!"*



**BLENDS by SCHENLEY**

SCHENLEY Black Label, 65% grain neutral spirits. SCHENLEY Red Label, 72½% grain neutral spirits.  
Both Blended Whiskey and 90 Proof. Copr. 1940, Schenley Distillers Corporation, New York City.

### *Fisherman's Ball* (continued)



**Fish story** is told by Vergil Funk. After the great hurricane of 1938, he related, he came home and found a fish taking refuge atop the weather vane of his garage. Below: Mrs. Carrington M. Lloyd tells her story: She had been out shooting squirrels without luck, fell into a river and emerged with her vest so full of fish a button burst and killed a squirrel in a tree overhead.







With enormous ceremony Mrs. E. Lambert Clifford wheels her "ticket" into the Fo'c's'le. It is swaddled in layers of comforter. Unwrapping the comforter she reveals a leather bag. Inside the bag is a single egg of caviar, mounted on a mirror (see arrow below). With this she hoped to win prize for smallest fish. But the judges disqualified her entry as an "unborn baby."



*it's the*  
**KAYSER** *fashion*

to wear "NIMBLE-NEES"  
If you don't like girdle-pull

Runs that come from girdle-pull are heartbreaking. That intelligent Lastex top on Nimble-Nees takes up strain, obeys every movement, reduces action runs to a zero point. It's one of Kayser's quick-witted Feature-Fit ideas for better fit, longer wear.

BE WISER, BUY KAYSER—MADE IN AMERICA

... and to wear "FIT-ALL-TOPS"  
If you like more thigh room

If ordinary stockings bind above the knee, you'll bless Kayser for the s-t-r-e-t-c-h-i-n-g silk in Fit-All-Tops. Another Feature-Fit brainstorm for ending sighs over thighs.

P.S. FOR BETTER NYLON STOCKINGS, ASK FOR KAYSER

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## HOMEMADES

*were never like this!*



BETTER! Because they're professionally made!

It's good-bye to home-made cocktails—once you taste a delicious Heublein Club Cocktail! • Few amateur mixers can achieve such superb flavor... it takes The Club Bar-Man to blend drinks so accurately; it takes the very finest ingredients; and it takes *intermellowing* in the bottle to produce such perfection! • Just add ice, and serve! No waste—for whatever's not used keeps like any other liquor. More and more people are giving up home-mades in favor of professionally made Heublein Club Cocktails. *Your first taste will tell you why.*

# HEUBLEIN'S

*Club* COCKTAILS  
FOR PROFESSIONAL COCKTAILS AT HOME



Copyright 1948, G. P. HEUBLEIN & BRO., Hartford, Conn.

## FOR THE RECORD



BERGEN'S NORWEGIAN-AMERICAN LINE PIER IS SMASHED AND A FREIGHTER

## BRITISH BOMBERS DID THIS TO

The strange case of Norway, invaded by Germany and bombed nearly 100 nights in the last four months by British planes, has produced the paradox of people who actually welcome bombers. The Norwegians, fixed in rage against Germany, cheer when the British bombers come over. These pictures, taken by a Norwegian-American, are the first uncensored photographs to reach the U. S. of the damage England is doing to German-occupied cities. City here is Bergen in Norway,



Oil dump on Bergen's Askoen Island burns after British bombing. Germans caught 90 ships in harbor when they invaded Norway last April. Some are shown above.





SUNK BY BRITISH BOMBERS. AT FAR LEFT ARE REMAINS OF 60 CHEVROLETS

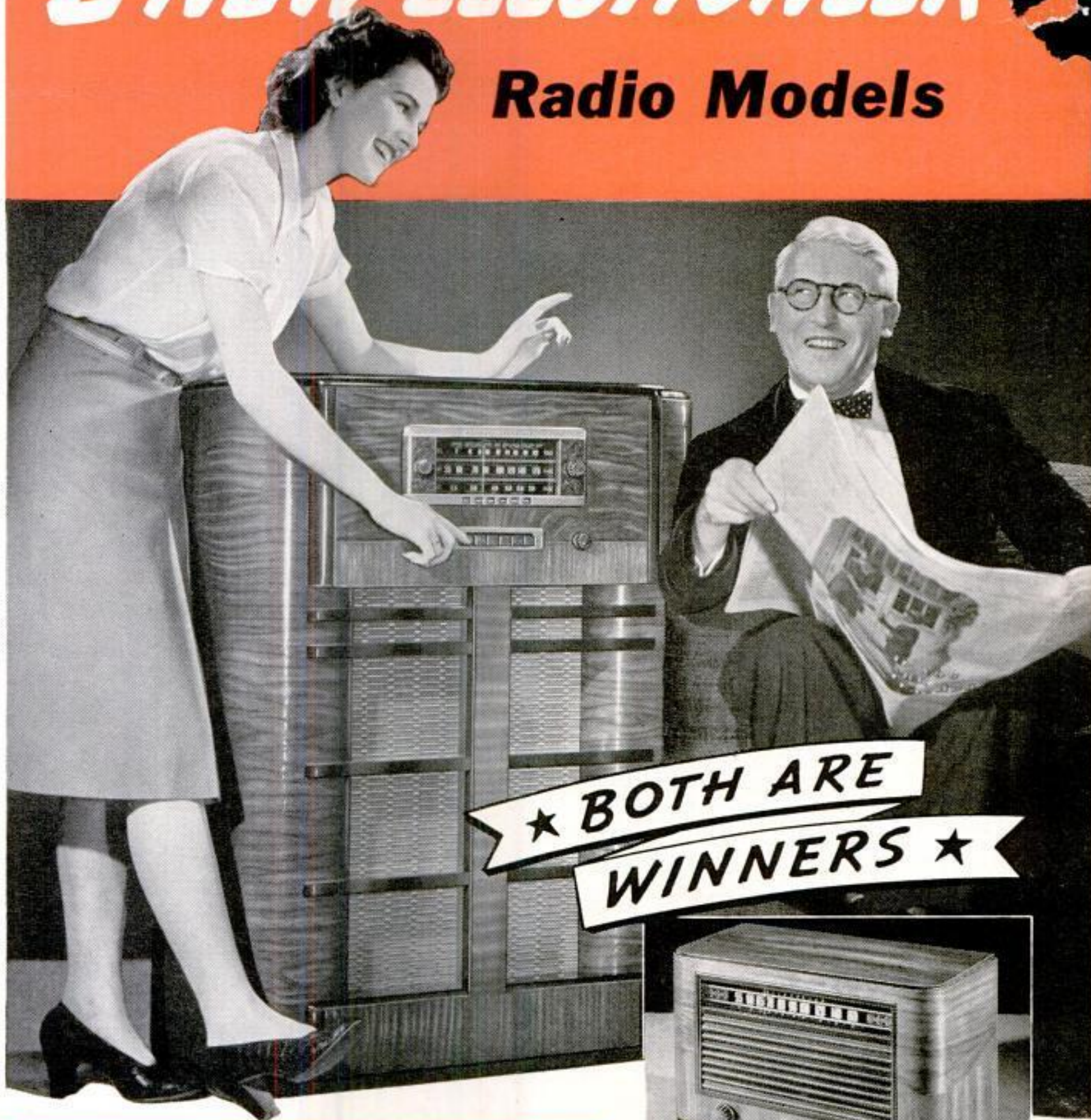
## BERGEN, NORWAY INVASION PORT

port from which Germany might well launch an invasion of England. One of the first times the British bombers came to bomb the docks, they found a crowd of Norwegians gathered on the shore and elected not to drop their bombs. Since then the people of Bergen have made a patriotic point of not getting in the way of military objectives. The Germans have commandeered all Bergen's ships, slapped on a coat of camouflage paint and prepared them for the invasion of England.



Ruins of Bergen are left by British bombers on June 15. British are helped by Norwegians who spot German military objectives, notify British by short-wave radio.

# General Electric Presents 2 NEW ELECTIONEER Radio Models



**Electioneer—Model J-805—(upper left)** Dual Beam-a-scopes (no aerial—no ground) for finer domestic and international reception—14-inch Dynapower Speaker—3 Bands—and other important features. Two-toned American Walnut and Stripe Sapeli Veneer Cabinet.

**Electioneer—Model J-51—(above)** Built-in Beam-a-scope (no aerial—no ground)—Dynapower Speaker—Powerful Superheterodyne Circuit. Exquisite Cabinet of American Walnut and Sapeli Wood Veneers.



**H**ERE THEY ARE! Just in time for the fall elections! Two grand new General Electric Golden Tone Radios—offered at prices exceptionally low!

Don't fail to see and to hear these new Electioneer Specials. They have everything! Trim lines—exquisite cabinet work—rich, golden tone—and many exclusive plus-value features.

Visit the G-E Radio dealer today and ask for a demonstration. You'll need a *really good* radio this fall—and here's a chance to get one that gives you outstanding value for your money!

**Easy Terms  
Liberal Trade-In Allowance**

*For Replacements Specify General Electric  
Golden Tone Preferred Type Tubes*

**LOOK TO G-E FOR  
THE LATEST IN RADIO**



### NEW CAMERA-TYPE CARRYABOUT RADIO

**Model JB-410—**You can take it with you wherever you go. Designed to resemble a miniature camera. Light weight—only eight inches long. True tone. Long-life batteries. Cabinet finished in simulated leather with dark maroon plastic trim.

**GENERAL ELECTRIC**

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## Feel the zest of brisk October

Morning or night, or in between, there can be quick refreshment in the simple act of brushing your teeth



Brushing your teeth *needn't* be a dull, necessary routine. It *can* be one of the day's most stimulating and refreshing experiences. Simply brush your teeth and gums with cool, minty Squibb Dental Cream\* and *feel* the difference. Your drowsy mouth awakens. Sense of taste is sharpened. And you feel immediately fresher, cooler, *cleaner*.



Squibb Dental Cream contains Squibb Milk of Magnesia—concentrated. And that Milk of Magnesia helps form a *clean tangy* bath, neither soapy nor sweet, that gets right down around your teeth and gums... *cleaning, freshening*... as you brush away stale deposits.



The more regularly you use this Dental Cream the better it is *for* you—and the better your mouth *feels*. Squibb Dental Cream was developed by the Squibb Laboratories to provide the best possible home aid to your regular professional dental care. Yet it costs no more than most ordinary tooth pastes. Why not try it—*today*!

\*Squibb Dental Cream contains Squibb Milk of Magnesia—concentrated. An utterly safe cleanser. A valuable anti-acid.

**SQUIBB DENTAL CREAM**  
Taste and feel the refreshing difference

## PICTURES TO THE EDITORS

### TIMOTHY'S FOLKS

Sirs:

Three-months-old Timothy Wheeler Stewart of Hollywood, Calif. claims an attendance record for a family reception he recently gave and offers this photograph as proof. Among those present were his parents, four grandparents and four great-grandparents. His father and mother, Mr. and Mrs. H. Van Dien Stewart, are seated with him on the floor. Behind his mother are his maternal grandparents, Mr. and Mrs. R. S. Rose of Greenwich, Conn., where the family get-

together was held, and standing behind them are his maternal great-grandparents, Mr. and Mrs. John Rose of Yonkers, N. Y. Timothy's paternal grandparents, Mr. and Mrs. W. T. Stewart of Ridgewood, N. J., are seated behind his father. Standing behind are his paternal great-grandparents, Mr. and Mrs. G. A. Wheeler of West Palm Beach, Fla.

Timothy was an active host until 5 o'clock when he retired after the busiest day of his young life.

CARROLL VAN ARK  
New York, N. Y.



### SHADOW SHINER

Sirs:

While making signboard photographs recently I took this one. The sun cast

the shadow of a light reflector over the child's eye and gave it the appearance of a "shiner."

RAY BARCLAY  
Peoria, Ill.



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## PICTURES TO THE EDITORS

(continued)

### HITLER TOUCH

Sirs:

Imagine my surprise after taking this picture at Mount Rushmore National Memorial in South Dakota to find that workmen on a scaffold under the nose of Thomas Jefferson had given him the appearance of Adolf Hitler.

EVANS NORD

Sioux Falls, S. D.



### \$5,000 PARROT

Sirs:

Sunny Boy, a parrot owned by Mr. and Mrs. G. D. Willis of Los Angeles, Calif., is insured for \$5,000. Caught in Mexico, the parrot travels extensively with the Willis family, now is greeting Sidney (Australia) police with "O.K. Officer" while the Willises are on vacation here. This picture shows him eating ice cream, a favorite delicacy.

FRED GRAWLER

Sidney, Australia



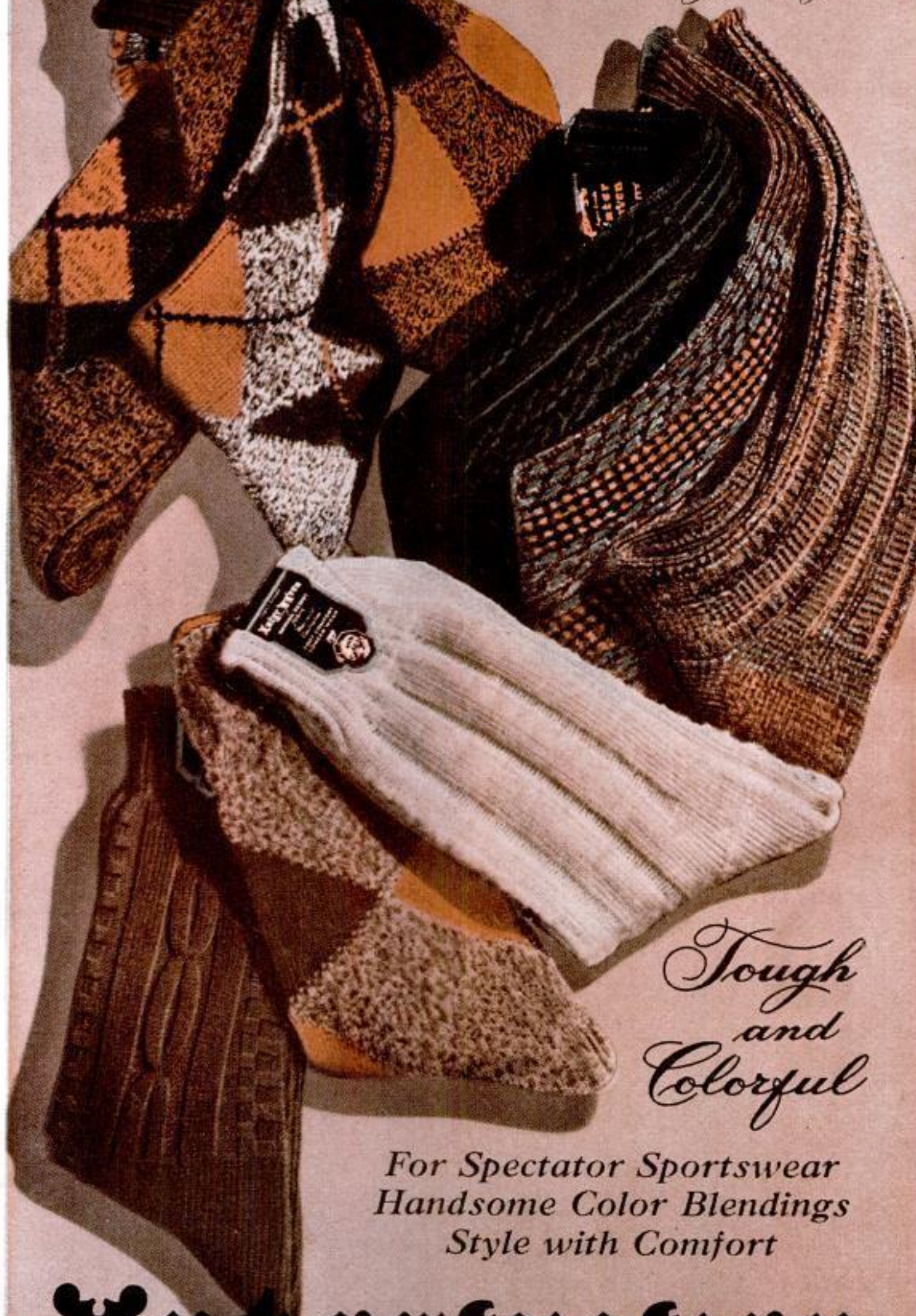
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*Ab Jenkins*

RIDING HIS CHAMPION-EQUIPPED "Mormon Meteor III" over the Bonneville Salt Flats (Utah) Ab Jenkins smashed all existing records for distances from 50 kilometers to 3000 miles and set a 24-hour record of 161.18 miles per hour.

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Install dependable Champions now and feel the fresh surge of power, speed and acceleration they bring to every engine. You'll profit too by increased efficiency and economy.

**USE THE SPARK PLUG CHAMPIONS USE!**

## PICTURES TO THE EDITORS

(continued)

### TOAD'S TONGUE

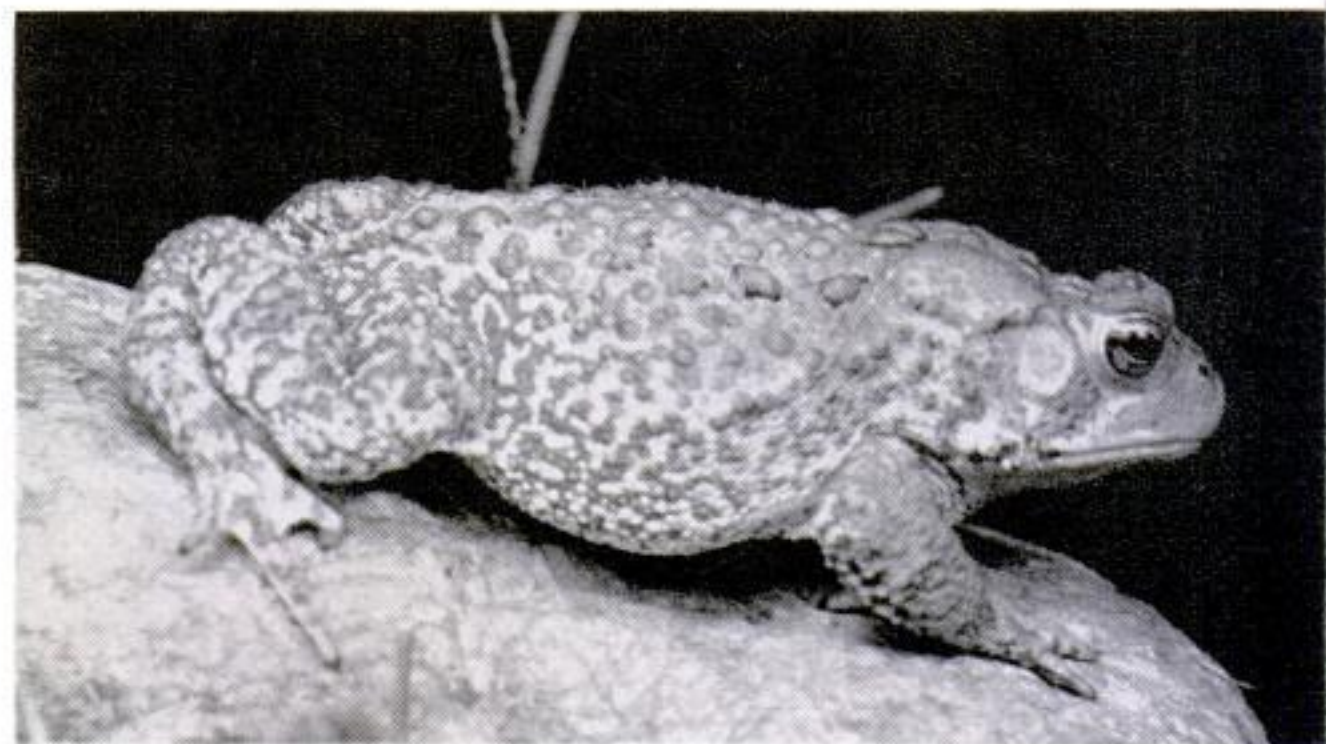
Sirs:

After wasting dozens of negatives trying to synchronize my camera by hand with the lightning thrust of a hungry toad's tongue, I let the creature take its own picture. I connected the shutter trip

directly to a blade of grass on which I placed a tender tent caterpillar. I dropped the toad within striking distance and let his tongue do the rest. The following set of pictures, taken at 30/1000 of a second, show that I met with success.

HENRY B. KANE

Harvard, Mass.



CROUCHING LOW, TOAD EYES TENT CATERPILLAR OUTSIDE CAMERA'S RANGE



HINGED IN FRONT, THE TOAD'S TONGUE IS THROWN AT THE GRASS BLADE



CATERPILLAR IS STUCK FAST TO STICKY TONGUE AND DRAWN INTO MOUTH



THE TOAD CLOSES EYE IN DISCOMFORT AS HE SWALLOWS SCRATCHY WORM



# "BORN WITH THE REPUBLIC"



The colonial family of  
**JAMES E. PEPPER**  
founded its distillery in  
the same generation that  
saw the completion of our  
Nation's First Battleship!



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Beautiful 8" x 12" collectors' prints of the above illustration (and of 5 others in this series) by Norman Price available in color without advertising. Send 25¢ for each print to James E. Pepper & Co., Inc., Dept. L, Lexington, Ky.




# JAMES E. PEPPER

Bottled in Bond

KENTUCKY STRAIGHT BOURBON WHISKEY—100 PROOF

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● Actual color photograph—Alex Irvin, tobacco warehouseman, admires a fine lot of ripe, golden leaf.

## *Luckies' finer tobaccos mean less nicotine!*

LOOK AT THE tobacco leaf Mr. Irvin is holding. This rich, golden leaf is the kind of finer tobacco that Luckies buy at auction after auction.

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That's important, because the more you smoke, the more you want a cigarette of proven mildness. So remember: we analyze to-

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### ★ NICOTINE CONTENT OF LEADING BRANDS

From January 1938 through June 1940  
Lucky Strike has averaged

9.46% less nicotine than Brand A

20.55% less nicotine than Brand B

15.55% less nicotine than Brand C

4.74% less nicotine than Brand D

For this period Lucky Strike has had an average nicotine content of 2.01 parts per hundred.

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# *Luckies—the smoke tobacco experts smoke*